

## The fastest way to outsmart those rascally rats.

Selontra Rodent Bait provides infestation control in as few as seven days.<sup>1</sup>

A TASTE  
RODENTS  
CAN'T RESIST

### 1 MORE EFFECTIVE

Selontra Rodent Bait's active ingredient, cholecalciferol, causes rodents to stop feeding after the first lethal dose, so a little goes a long way to take care of business.<sup>1,2</sup>

### 2 HIGHLY APPEALING

Rats will choose Selontra Rodent Bait over other food sources.<sup>3,4</sup> Think of it as a most appealing last meal they can't resist.

### 3 BETTER FOR THE PLANET

Because it biodegrades 10x faster than competitive rodenticides, Selontra Rodent Bait is safer for the environment and other non-targeted animals.<sup>5</sup>

Ask your pest management professional about Selontra Rodent Bait.

1. Edward F. Marshall. Cholecalciferol: A Unique Toxicant for Rodent Control. DigitalCommons@University of Nebraska-Lincoln, Proceedings of the Eleventh Vertebrate Pest Conference, 1984.

2. AI demonstrates stop-feed action after ingesting a lethal dose. Prescott, C.V., El-Amin, Vusa, and Smith, R.H. Calciferols and Bait Shyness in the Laboratory Rat. Proceedings of the Fifteenth Vertebrate Pest Conference 1992. Paper 64.

3. U.S. Field Trials (Indiana Grain Farm, 2017; NC Pig Farm, (2016).

4. Total Amount of Bait And Alternative Food Eaten per Mouse BASFLR008/18. Sharon Hughes. 2018 Simulated Use (Pen Trial), Choice Feeding Studies Against *Mus musculus*. e. Comparing Selontra® and Sorex® pasta

5. [https://www.biologicaldiversity.org/campaigns/pesticides\\_reduction/pdfs/DPR-2013-SGAR-Memo.pdf](https://www.biologicaldiversity.org/campaigns/pesticides_reduction/pdfs/DPR-2013-SGAR-Memo.pdf)



We create chemistry

# Selontra®

Rodent Bait

## Frequently asked questions

**Q1:** What are the advantages of **Selontra** compared to anticoagulant rodenticides?

**A1:** There are significant benefits over anticoagulants and other rodenticides including:

- Effectiveness against anticoagulant resistant rodents.<sup>1,2</sup>
- Cholecalciferol, the active ingredient (AI), demonstrates stop-feed action after rodents ingest a lethal dose.<sup>3</sup>
- Stop-feed action of AI results in shorter baiting regimens and allows less-dominant rodents to feed sooner thus ensuring distribution throughout the population.<sup>3,4</sup>
- Fast colony kill demonstrated in U.S. Field Trials.<sup>5</sup>
- Patented formulation with a Polyolefin film offers proven palatability even when other competitive food sources are available.<sup>6</sup>
- Cholecalciferol has a low risk for secondary poisoning to birds and mammals.<sup>6</sup> Higher LD<sub>50</sub> values for rabbits, dogs, cats, and chickens compared to brodifacoum, difethialone or bromadiolone.<sup>7</sup> (Note: the higher the LD50 value, the lower the toxicity.)
- High melting point keeps bait intact in temperatures as high as 177° F.<sup>8</sup>

**Q2:** What is the active ingredient in **Selontra**?

**A2:** The active ingredient in **Selontra** is cholecalciferol, a non-anticoagulant. Cholecalciferol is lethal to rodents in higher doses.

**Q3:** How long does **Selontra** take to work?

**A3:** In rats and mice, consumption of a lethal dose of cholecalciferol, the active ingredient of **Selontra**, causes the affected rodent to stop feeding after approximately 24 hours.<sup>4</sup> Mortality usually occurs within two to four days. Some U.S. Field Trials show mice appearing to die in 24 hours.<sup>5</sup> Depending on the size of the infestation and the surrounding environment, **Selontra** can control a rodent infestation in as quickly as seven days.<sup>5</sup>

**Q4:** What is the environmental profile of **Selontra** compared to anticoagulants?

**A4:** Unlike anticoagulants, the active ingredient in **Selontra**, cholecalciferol, is a naturally occurring compound within animals and is neither persistent nor bio-accumulative.<sup>7</sup>

**Q5:** What safety measures are included for **Selontra**?

**A5:** **Selontra** is produced in a soft block formulation that is enrobed in a non-absorbent, odor-permeable polyolefin wrapper. The enhancement hole allows the bait to be adequately secured in bait stations, minimizing the risk of bait displacement by the rodents around the site. A warning dye and a bittering agent, Bitrex®, also helps prevent human ingestion while not affecting palatability to target rodents.

**Q6:** What are the antidotes and/or treatment options for an accidental rodenticide poisoning of a companion animal?

**A6:** Accidental poisoning with both anticoagulants and cholecalciferol requires prolonged supportive care and therapy with multiple medications. There is not one specific antidote for accidental poisoning with cholecalciferol. In case of accidental or suspected rodenticide poisoning, immediately contact your veterinary professional or call ASPCA Animal Poison Control Center at 1-888-426-4435. Remember, failure to seek timely veterinary assistance can result in serious medical complications or even death.

**Q7:** Is **Selontra** a single-feed or multi-feed bait?

**A7:** Even though some anticoagulant rodenticides are considered single-feed, rodents may continue to feed after a lethal dose has been consumed. The LD<sub>50</sub> of cholecalciferol on rats/mice is less than the average daily food intake based on rodent biology. Additionally, characterizing **Selontra** as a single-feed or multi-feed bait has been irrelevant for two reasons:

- 1) **Selontra** contains cholecalciferol, the active ingredient with known stop-feed action.<sup>3,4</sup>
- 2) Field studies have shown population control in as few as seven days.<sup>5</sup>

**Q8:** Can **Selontra** be used around organic farms and storage areas?

**A8:** Yes, the U.S. EPA label allows for use in/around agricultural buildings, including but not limited to swine, poultry, cattle, equine and dairy facilities; warehouses; food storage areas and food processing facilities.<sup>9</sup> Farmers should always check with their organic certification programs to see if **Selontra** can be used in and/or around their organic operations.

**Q9:** What is the size of the **Selontra** container?

**A9:** **Selontra** is sold in 8-pound resealable containers. Each container contains approximately 182 soft blocks that weigh 20 grams each.

Sources:

1. Ashton, A. D., 1986, Performance of Vengeance (bromethalin) in urban environments, presented at the Twelfth Vertebrate Pest Conference, San Diego, CA.
2. Ashton, A. D., and Jackson, W. B., 1984, Anticoagulant resistance in the house mouse in North America, in: Proceedings Conference on the Organization and Practice of Vertebrate Pest Control (A. Dubock, ed.), ICI, Fernhurst, PP. 181-188.
3. E.F. Marshall. Cholecalciferol: A Unique Toxicant for Rodent Control. Proceedings of the Eleventh Vertebrate Pest Conference 1984. p. 95-98
4. AI demonstrates stop-feed action after ingesting a lethal dose. Prescott, C.V., El-Amin, Vusa, and Smith, R.H. Calciferols and Bait Shyness in the Laboratory Rat. Proceedings of the Fifteenth Vertebrate Pest Conference 1992. Paper 64.
5. U.S. Field Trials (Indiana Grain Farm, 2017; NC Pig Farm, 2016)
6. <http://www.npic.orst.edu/factsheets/rodenticides.html>. Erickson, W.; Urban, D. Potential Risks of Nine Rodenticides to Birds and Nontarget Mammals: A Comparative Approach. U.S Environmental Protection Agency; Office of Prevention, Pesticides, and Toxic Substances; Office of Pesticide Programs; U.S. Government Printing Office: Washington, DC, 2004.
7. CADPR: DPR-2013-SGAR-Memo [https://www.biologicaldiversity.org/campaigns/pesticides\\_reduction/pdfs/DPR-2013-SGAR-Memo.pdf](https://www.biologicaldiversity.org/campaigns/pesticides_reduction/pdfs/DPR-2013-SGAR-Memo.pdf)
8. Sharon Hughes, 2018, Heat Stress Comparison

Always read and follow label directions.

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PSS 20-1704