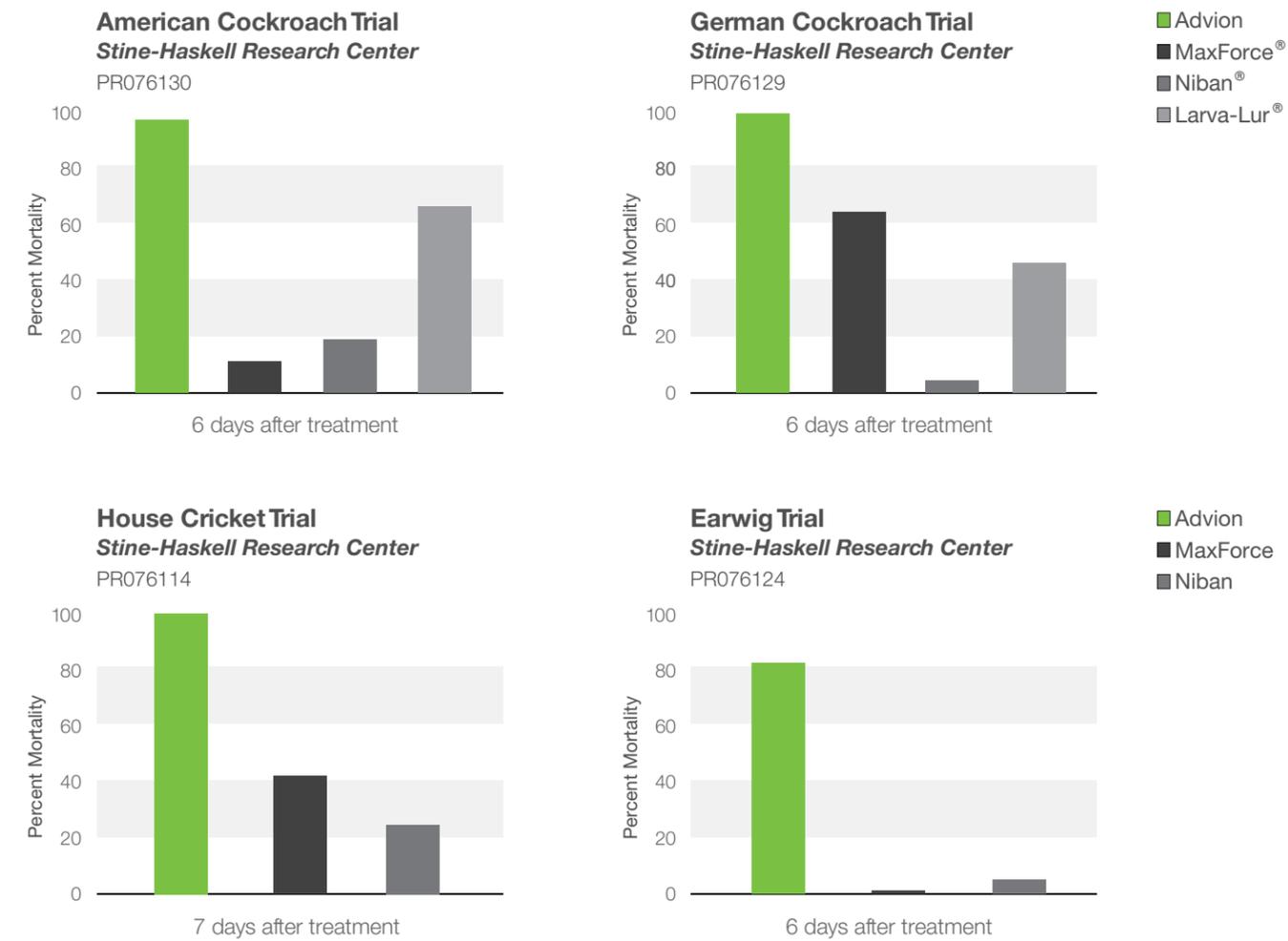


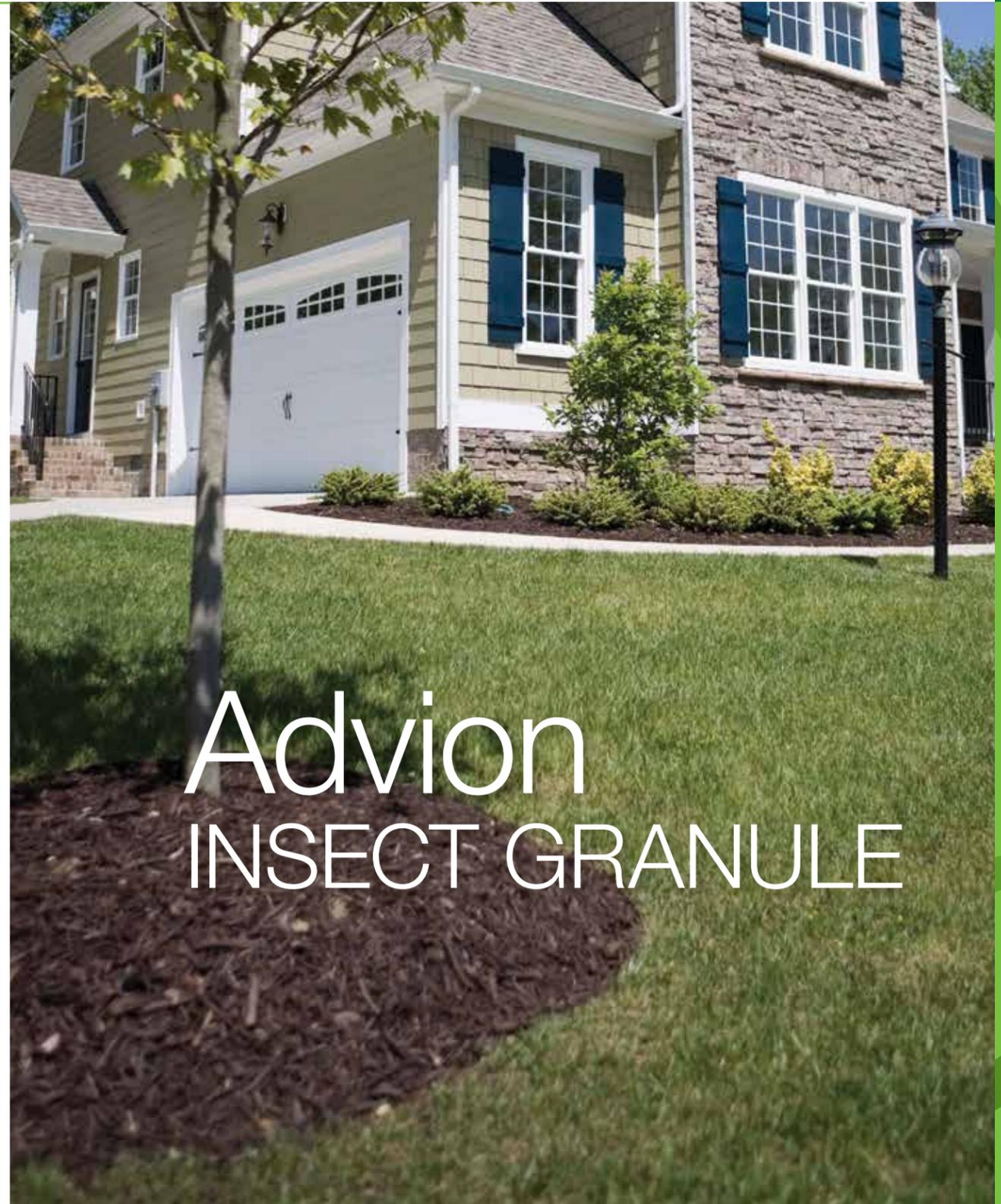


Advion Insect Granule Outperforms the Competition

Time and again, Advion has proven to be superior to competitive products. Whether it is applied indoors in a crawl space or on mulched areas around a home, studies show Advion provides excellent control of key nuisance insects on the label.



To learn more about Advion Insect granule, please visit www.SyngentaPMP.com or call 1-866-SYNGENT(A) (796-4368).



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GS 424.47000 (2/14)

SCP 201-00002-B

TM



You trust the name.
Now try the granule.

Advion insect granule is approved for application in these areas:

Residential Dwellings

- Homes
- Lawns
- Multi-family residential complexes

Office Buildings

- Business and office complexes
- Shopping complexes
- Institutional buildings

Schools

- Around schools
- Playgrounds

Other

- Athletic fields
- Recreational parks
- Airports
- Cemeteries

Advion® insect granule gives you the freedom to quickly control a wide range of common insect pests indoors and outdoors. The active ingredient in Advion, *indoxacarb*, effectively targets insects for efficient control with minimal impact on non-target insects. Advion gives you the ability to control problem insects while taking care of your surroundings.

Take Control of Your Surroundings

We believe pest control products should work in as many locations as you do. That's why Advion is designed to effectively control pests inside, outside and around homes and commercial buildings. Your clients will be happy to know Advion is visible when applied, but quickly becomes invisible so target insects cannot see it and will not avoid it. Indoors, it can be applied to attractive harborage areas for many perimeter pests such as attics, basements and crawl spaces.

Outdoor Application Use Sites

Advion can be applied to a variety of outdoor environments. It is effective as a broadcast, perimeter or boundary treatment. Its non-repellent, low-odor formulation is designed to thoroughly control insects in heavily mulched areas. Please read the Advion label for a complete list of application sites, pests and use rates when making outdoor applications.

A Differentiating Mode of Action

Advion contains *indoxacarb*, a proprietary active ingredient that is the only current member in its class of chemistry, so it performs like no other insecticide. The mode of action in Advion targets the insect's nervous system through specific enzyme mediated metabolism, which allows the active ingredient to effectively differentiate between target insects and non-target organisms.

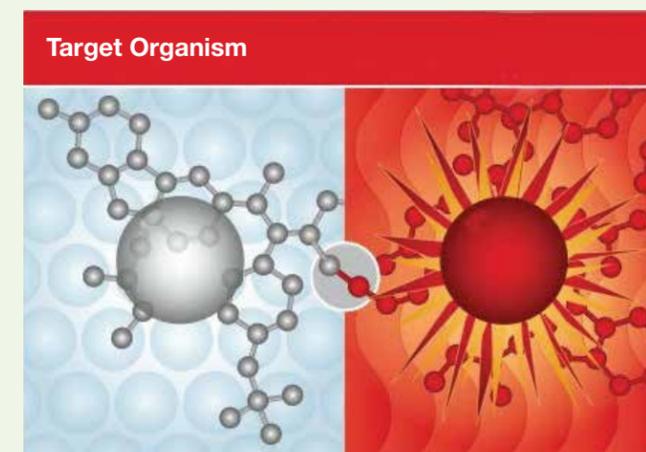
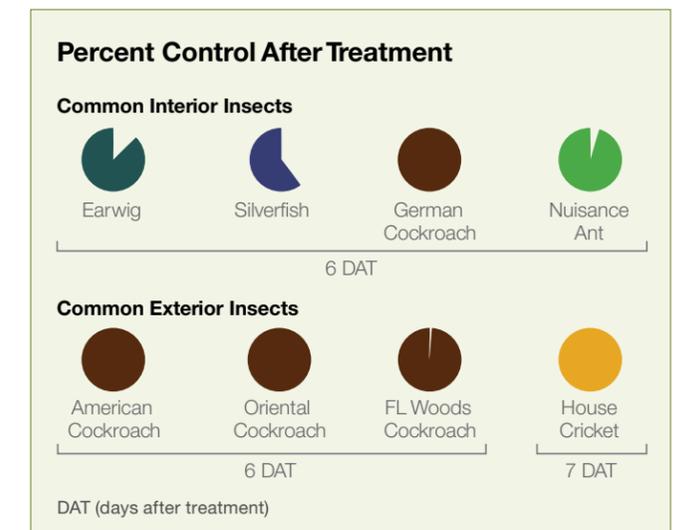
Through chemical optimization methods, the active ingredient in Advion is bioactivated by the internal enzymes in target insects. The bioactivation conversion process occurs inside insects, making it easier for Pest Management Professionals (PMPs) to better manage targeted pests. Few insecticides utilize natural enzymes found in pests to help change their molecular structure for enhanced biological effectiveness.

A Formulation with Everything Under Control

Research has shown that most pests have a preference for particle size, which is determined by insect size. Ants prefer smaller particles, while larger insects, such as cockroaches, crickets and earwigs, prefer larger particles. Based on this information, studies show the best granule size is between 0.42 mm and 2 mm. Most of our granules fall within that range, making Advion appealing to its labeled pests.

Uncompromising Control

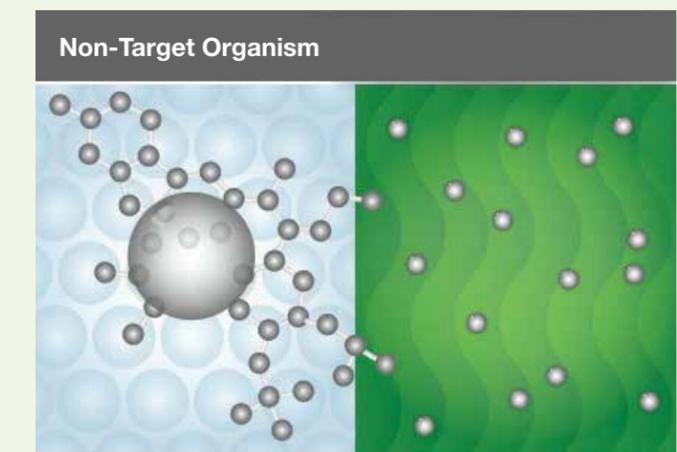
Advion treats all insects with an uncompromising formulation and active ingredient that effectively targets their molecular structure for excellent control.



Winning Chemistry

Target Insects

Upon entering an insect, *indoxacarb* is converted into a new molecule with insecticidal properties. This process is activated specifically by the insect's own enzymes.



Non-Target Insects

The bioactivation process of Advion is not as efficient within most non-target insects, so they are less likely to be affected by the product.