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PHANTOM[®]



A fact guide
for every
homeowner.

Controlling ants and roaches
inside your home.

Controlling ants from
outside your home.

A fact guide
for every
homeowner.



TERMIDOR[®]
ANT CONTROL

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Unbeatable undetectable ant control, *outside*.

You may have heard of Termidor® termiticide-insecticide. In the few short years since its introduction, Termidor has become America's #1 termite defense product. Over 2.6 million homes in the U.S. have been successfully treated with this nonrepellent "undetectable" liquid termite treatment. The same advanced undetectable technology that helped Termidor revolutionize professional termite control, also makes it a truly superior product for controlling ants—the #1 "nuisance pest" in the U.S.

After a pest professional conducts a thorough inspection of your home, he may recommend an outside application of Termidor Ant Control. Why treat the outside of your home when the ants you care about are inside? Many of the ants in your house may actually be travelling back and forth from nests *outside* as they forage for food and water.

Termidor Ant Control is applied outside your home along the exterior foundation walls to create a treated area of protection. This is not a "barrier" (barrier repellents can actually trap ants inside your home). On the contrary, because Termidor is completely undetectable, ants can't avoid it. Instead, they will walk right through it—which is exactly what we want them to do! Because once they do, their whole nest is in very big trouble...

The Stealthy Power of Termidor's Transfer Effect™

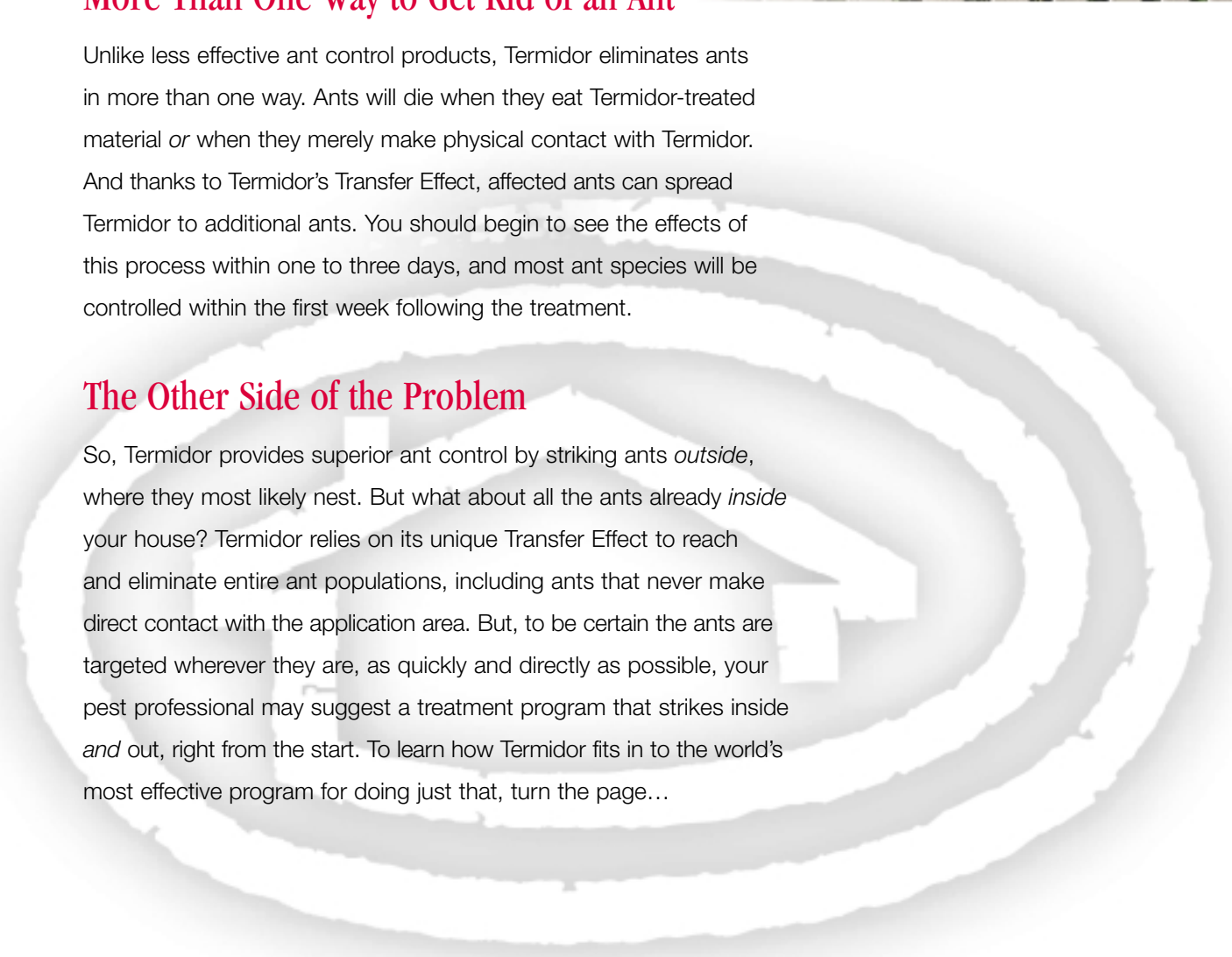
Termidor® termiticide-insecticide utilizes a unique process called the Transfer Effect™ to affect entire populations of ants, even if many of them never make direct contact with a Termidor treated area. When ants contact Termidor they carry it on their bodies and pass it on to any ants they subsequently come into contact with. Those ants pass it on to more ants, who continue the process of transferring Termidor throughout the ants' nest.

More Than One Way to Get Rid of an Ant

Unlike less effective ant control products, Termidor eliminates ants in more than one way. Ants will die when they eat Termidor-treated material or when they merely make physical contact with Termidor. And thanks to Termidor's Transfer Effect, affected ants can spread Termidor to additional ants. You should begin to see the effects of this process within one to three days, and most ant species will be controlled within the first week following the treatment.

The Other Side of the Problem

So, Termidor provides superior ant control by striking ants *outside*, where they most likely nest. But what about all the ants already *inside* your house? Termidor relies on its unique Transfer Effect to reach and eliminate entire ant populations, including ants that never make direct contact with the application area. But, to be certain the ants are targeted wherever they are, as quickly and directly as possible, your pest professional may suggest a treatment program that strikes *inside and out*, right from the start. To learn how Termidor fits in to the world's most effective program for doing just that, turn the page...



How to effectively control ants and roaches

Inside & OUT™

They're a problem. But one that can be controlled.

No matter how your home is constructed, where it's located, or how old it is, it could be invaded by ants and cockroaches. Expansion joints, foundation cracks, and tiny gaps around plumbing are all opportunities for pests to enter your home. They can even be brought in on shopping bags and potted plants. It's a frustrating problem for millions of homeowners. In fact, ants are the number one "nuisance pest" in the U.S. Nuisance ants are the ones that seem to multiply faster by the hour. They enter homes in search of food and water.

An effective ant and cockroach control program begins with calling a pest professional. By conducting a thorough inspection of your home and property, a pest professional can determine how your home has become infested with ants or cockroaches. Then, the problem can be addressed with an integrated plan that includes the **Inside-Out™** program for ant and roach control. Inside-Out controls ants and cockroaches with two highly advanced "undetectable" products: Termidor® termiticide-insecticide for ant control outside, and Phantom® termiticide-insecticide for ant and roach control inside.

The stealthy advantage of Termidor and Phantom.

Over the past several years, the pest control industry has been revolutionized by new pest control technologies, especially in the area of *nonrepellent*, or *undetectable*, *liquid treatments*. Unlike older insecticides, undetectables can't be smelled, tasted, or even felt by pests. So instead of avoiding treated areas, ants and roaches pass right through them, unknowingly contacting and ingesting the undetectable insecticides. Both Termidor and Phantom rely on this undetectable technology to control pests.

How Termidor and Phantom work together.

Although Termidor and Phantom utilize similar undetectable technology to control pests, each product attacks pests on a decidedly different front. Termidor Ant Control is applied *outside* your home along the exterior foundation walls and around possible access areas to the interior of your home to create a treated area of protection. Its unique Transfer Effect then allows ants to pass Termidor on to their nestmates *who have not even come in contact with treated areas*. Phantom is strategically applied with targeted precision *inside* your home to strike pests where they pose the biggest problems. Its delayed-action mortality and long-lasting effectiveness ensure maximum ant and cockroach exposure and control.

This one-two punch forms the most comprehensive program for ant and roach control in existence. Pests encounter the undetectable insecticides in Termidor and Phantom whether they're already inside your home or attempting to enter from outside. Either way, the end result is the same: complete and efficient elimination of your ant and roach problems.

Are they environmentally responsible?

Termidor and Phantom are both effective at lower chemical concentrations than many "old fashioned" liquid applications. And both products are virtually odorless. You won't even know they're there. But you'll know they've done their job when your ant and cockroach problems disappear, *inside and out*.

Call a pro.

Only licensed and trained pest professionals can apply Termidor and Phantom treatments.

You're part of the solution.

Ants and cockroaches need food and water, and they need a way to gain access to your home. Since they can be very persistent, you need to be just as persistent. By taking some simple steps to help control nuisance pests, you can be part of the Inside-Out solution.

Inside:

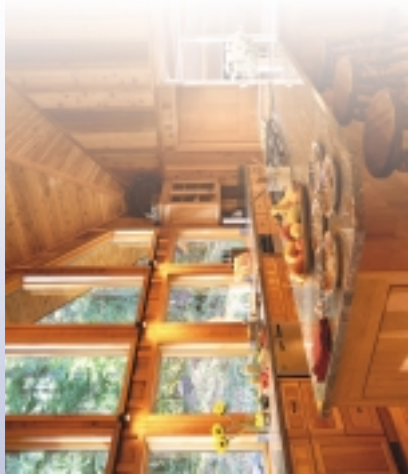
- Clean up spilled food and beverages.
- Diligently take out the trash.
- Rinse out jars and containers before you place them in trash cans and recycling bins.
- Pick up, seal, and store your pet's food before going to bed.

Outside:

- Seal doors and windows.
- Keep rain gutters clean to prevent moisture inside walls.
- Trim trees and shrubs away from your house; ants can use limbs as "bridges" to gain access.
- Store firewood off the ground and away from your house.

Inside and Out:

- Initially, after the treatment, you may still see some ants and roaches crawling around. If you do, don't kill them or spray insecticide around them. We want to give Termidor and Phantom time to do their jobs. Once they have, ant and roach activity will stop.



Outside



Unbeatable undetectable ant control, *inside*.

Okay, you've taken the first smart step toward ridding your house of ants or cockroaches by contacting a pest professional to conduct a thorough home inspection. The inspection has determined the problem requires a professionally applied interior treatment. Now, it's time to take action.

So, what's the best way to do this efficiently, effectively, and with the least disruption to your home? The answer is Phantom® termiticide-insecticide, a professional ant and cockroach control product that utilizes advanced nonrepellent, "undetectable" technology to strike pests inside your home.

Undetectable Technology. Undeniable Results.

Phantom is undetectable to pests. Undetectable formulations like the one used for Phantom have proven to be one of the most effective advances in the history of professional pest control. In fact, many pest professionals have found that Phantom controls especially difficult ant species when most other ant control products can't. Phantom is even approved for use in food handling areas—a distinction no other liquid undetectable control product can claim.

Because ants and cockroaches can't detect Phantom, they can't avoid it, and they repeatedly cross through treated areas. (This is precisely what repellent products don't allow.) And they won't become trapped inside your home as they can with a repellent barrier.

Delayed-action Mortality

Once ingested, Phantom attacks pests from inside their own bodies by preventing their cells from generating energy. This leads to paralysis, and, ultimately, death.

However, this process is not instantaneous, which means Phantom® termiticide-insecticide will not cause an accumulation of dead ants or roaches in a particular spot. (A pile of dead insects can alarm nestmates.)

Instead, ants and roaches continue to behave normally and go about their regular routines for a short time before dying. There is nothing about their behavior or death to tip off others to Phantom's presence.

Other products are far less stealthy, and far less successful.

Low Concentration. Big Impact.

Phantom is effective at low concentrations compared to "old fashioned" insecticides. In fact, for every 8 fluid ounces of Phantom, there are just four-hundredths of an ounce of active ingredient. And Phantom is delivered with intelligently-targeted precision specifically to areas where pests live and travel. There's no need for large area applications throughout the house.

Long-lasting Effectiveness. Long-lasting Results.

Phantom is a residual product. That simply means that it breaks down slowly and remains effective for an extended time. This helps facilitate long-term control, and allows for less frequent reapplications.

The Other Side of the Problem

Phantom provides superior ant and roach control by striking ants *inside* your home where they cause the most trouble. But if you have an ant problem, the ants in your house probably have their nests *outside*—they travel back and forth for food and water. To be certain the ants are targeted wherever they are, as quickly and directly as possible, your pest professional may suggest a treatment program that strikes *inside and out*, right from the start. To learn how Phantom fits in to the world's most effective program for doing just that, turn the page...

