

Knockdown
Speed



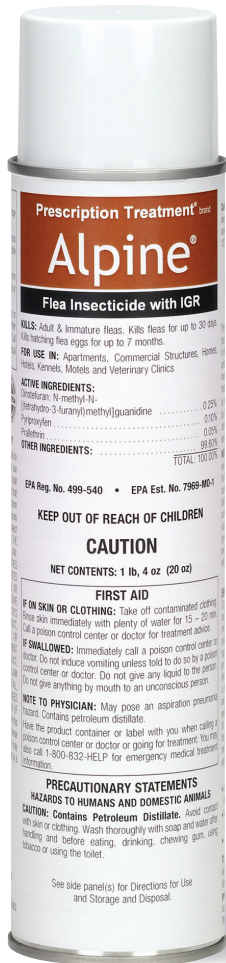
Long-Lasting
Control



Affordability



Risk*



Prescription Treatment® brand **Alpine®** Flea Insecticide with IGR



BASF Pest Control Solutions
The Evolution of Better Pest Control



The Chemical Company

More of what you want in a flea control product... and less of what you don't.

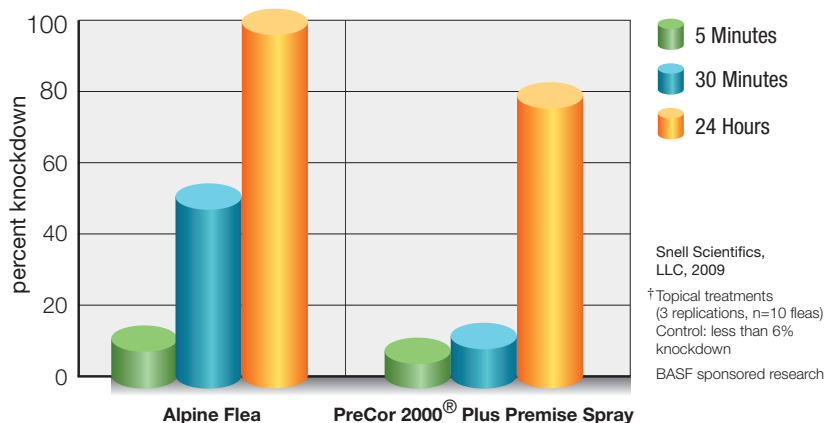
New Prescription Treatment® brand **Alpine®** Flea Insecticide with IGR delivers quicker knockdown, longer-lasting control, and better affordability than the leading competitive flea control product.

Check out some of the features that make **Alpine** Flea Insecticide with IGR the future of practical, reliable flea control:

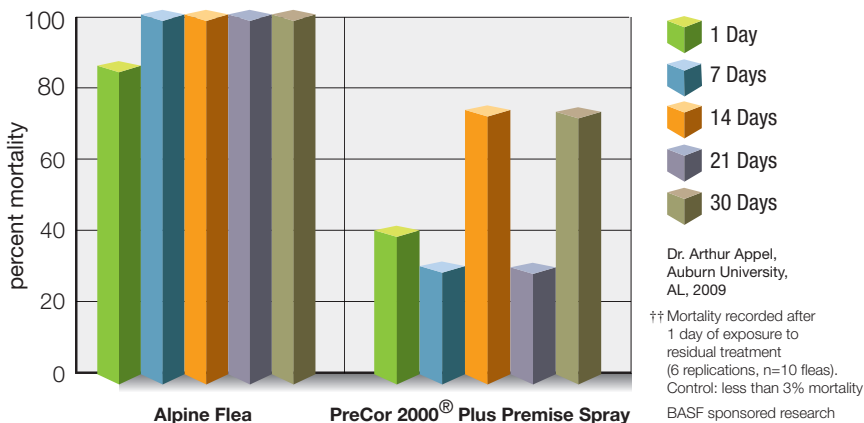
- Kills adult fleas for up to 30 days.
- Prallethrin for quick knockdown.
- IGR pyriproxyfen kills hatching eggs for up to seven months.
- Reduced Risk* active ingredient dinotefuran for fast kill of adult fleas.
- Advanced pressurized formulation
 - Won't soak carpets; reduces treatment time and labor.
 - Application can take just 15 minutes.
 - Minimizes homeowner re-entry time.

Visit PestControl.basf.us/alpineflea to learn more about **Alpine** Flea Insecticide with IGR.

Mortality of Adult Cat Fleas on Carpet †



Mortality of Adult Cat Fleas on Carpet Treated X Days Previous ††



*Dinotefuran, the active ingredient in Alpine insecticides, has been granted Reduced Risk status for public health use by the EPA. Registration pending in several states. Please see pestcontrol.basf.us/alpineflea for a complete list.