



demand^{CS} INSECTICIDE with iCAP technology

**MORE CAPSULES.
MORE EFFECTIVE.™**

Putting Bed Bugs to Rest

For years, Demand^{CS} with iCAP technology™ has been trusted by PMP's for controlling ants, mosquitoes, cockroaches, spiders and many other pests. Recently, PMP's have turned to Demand CS for a very different pest problem—one that was thought to be a thing of the past.  Bed bugs have made an overwhelming comeback in the past few years and are fast becoming a  major problem in hotels, apartments, dormitories and homes.



GOING UNDERCOVER TO FIND BED BUGS



Bed bugs are small, stealthy pests that live in clusters and generally hide in secluded areas during the daylight hours. They feed on blood almost exclusively at night while humans are sleeping. This sneaky behavior makes it difficult to initially discover the problem and determine the exact locations of infestation.

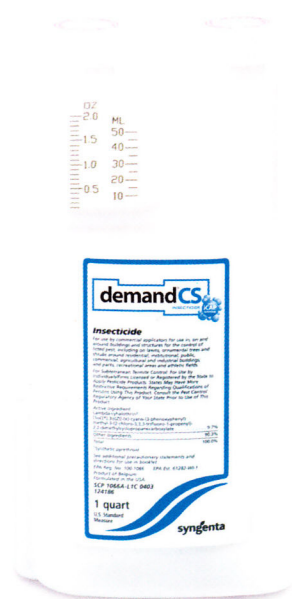
Besides seeing the pest itself, telltale signs of infestation include dark spotting and staining caused by bed bug excrement, eggs, eggshells and molted skins of maturing nymphs. Typically, clusters of bed bugs can be found in cracks and crevices around headboards, baseboards, mattresses and sofa seams. They can also be found under carpet edges, behind wallpaper, loose wall plaster and even inside phones, lamps and televisions. Careful inspection with a flashlight is necessary when determining the extent of infestation.



A TOUGH JOB, A TOUGH TREATMENT

Treating for bed bugs is challenging. They do not respond to bait treatments. Many other treatments are unsuitable for bed bug control because of the pest's tendency to infest areas in very close proximity to humans, such as the insides of mattresses and sofas. In some cases, infestations are so severe that the best thing to do is discard the item.

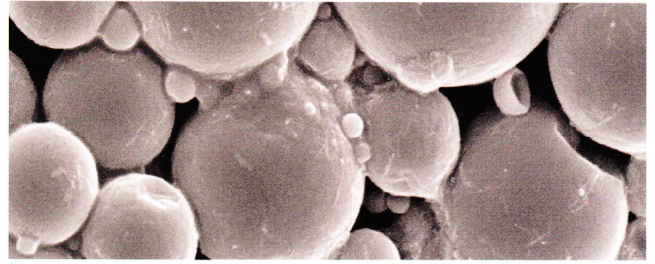
Because of its extremely low use rates, however, Demand CS with iCAP technology can be used in many cases to treat and eliminate bed bug populations. With little to no odor or staining, Demand CS is appropriate for indoor use as a residual treatment to crevices. Specifically, Demand CS can be applied in crevices along baseboards and behind headboards—areas where the pests are most likely to congregate and lay their eggs.



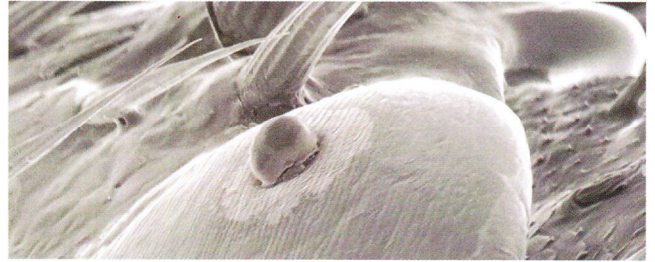
iCAP technology: A BED BUG'S WORST NIGHTMARE

Demand CS features a unique capsule suspension for maximum, long-lasting control of bed bugs and over 30 other pests. Thanks to its innovative iCAP technology, Demand CS packs at least 10,000 microcapsules of insecticide into every square inch of treated surface. The active ingredient, lambda-cyhalothrin, is protected within these microcaps so they maintain their shape over an extended period of time.

Once applied, Demand CS with iCAP technology is readily available for contact with bed bugs for months. Once bed bugs cross a treated surface, the lipophilic capsules adhere to the pests' cuticles, where the insecticide can be released and/or transferred to other pests through contact.



Magnified photo of Demand CS with iCAP technology.



Magnified photo of Demand CS releasing on an insect.

COMPLETE BED BUG CONTROL

Female bed bugs can lay up to five eggs a day and around 500 in their lifetime. Supplementing Demand CS treatments with Archer® IGR helps ensure that bed bugs will lay non-viable eggs and stop nymphs from becoming adults. Archer IGR also helps to manage pest resistance to insecticides, a common problem with bed bug infestations. Together, Demand CS and Archer are the ultimate combination for treating this challenging pest.



Advantages of Demand CS with iCAP technology

- Unique capsule suspension protects active ingredient for a longer residual
- Microcapsules readily picked up through insect contact
- Approved for crack and crevice treatment indoors
- Labeled for the control of bed bugs and over 30 other pests
- No visible residue, little or no odor
- High insecticide activity at a low use rate

