

# generation™

small dose. Big Results.

a d v a n c e d   r o d e n t   c o n t r o l   t e c h n o l o g y

- Superior control of rats and mice... guaranteed.\*
- Low cost per placement.
- Low hazard to dogs and cats.

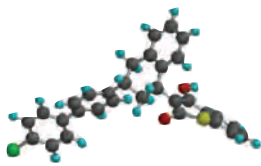
**LIPHA**TECH®



# More rats and mice prefer Generation<sup>™</sup>... guaranteed!\*

Rodents love the taste! The newest active ingredient is combined with food-grade grains for maximum palatability. A small dose that gets BIG results.

- The newest single-feed anticoagulant available, difethialone.
- Whole grains combined with less wax and dye contribute to the great taste of Generation (25 ppm difethialone).
- Ounce for ounce, Generation provides maximum rodent control.
- $\frac{3}{4}$  oz. or 20 gm (one mini-block) can kill 53 mice!<sup>\*\*</sup>
- Generation is 32 times LESS toxic to dogs than WeatherBlok<sup>®</sup> or Final.<sup>\*\*\*1 2</sup>
- Convenient, easy-to-use baiting options: mini-blocks or pellets (bulk or place packs).
- New 1 lb. bar.
- Cost-effective rodent control.
- Readily available antidote: vitamin K<sub>1</sub>.
- No bait shyness.
- USDA-authorized for rodent control in federal inspection programs.



$\frac{3}{4}$  oz. Generation blocks allow more placements per bait station. Great for controlling large rodent populations.



Generation blocks, placed in an Aegis<sup>®</sup> bait station, can be easily secured for exterior baiting.

\*See warranty statement on label.

\*\*Based on LD50.

\*\*\*Reference: *The Veterinarian's Guide*.

<sup>1</sup>WeatherBlok is a registered trademark of Syngenta.

<sup>2</sup>Final is a registered trademark of Bell Laboratories, Inc.

