



**A fire ant treatment
so dramatically different,
you've got to see it to believe it.**

TopChoice.™



topchoice™



TopChoice: Fire ant control like you've never seen before.

Fire ants are the number one insect problem in the south. And no wonder. No product on the market controls these pests for very long. If you're like most professionals living and working in the fire ant belt, you have resigned yourself to applying multiple treatments throughout the year—multiple treatments that keep fire ants coming back again and again.

No more.

TopChoice is a revolution in fire ant control—one application virtually eliminates fire ants for one year. Guaranteed. Plus it saves you time and cuts labor costs.

The innovative technology behind TopChoice.

TopChoice contains 0.0143% fipronil, the lowest dose, non-bait insecticide available for fire ants. Fipronil is also used in popular flea and tick products, giving homeowners, pet owners and parents peace of mind that it won't be dangerous in their yards.

The lethal action of TopChoice: TopChoice acts at the GABA receptors of insects, essentially blocking their ability to switch off nerve impulses, causing severe disruption of the insect's nervous system. TopChoice binds more tightly to insect receptors than to vertebrate ones (about 100 times more), so it is more selectively toxic to insects than to vertebrates or mammals.







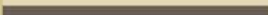




The active ingredient in TopChoice binds tightly to the soil, providing fire ant control for one year. TopChoice also controls mole crickets for four months, nuisance ants for three months, and fleas and ticks for one month.

Once an area is treated with a broadcast application of TopChoice, several things happen:

1. Fire ants work the treated soil, via mound construction and foraging tunnels, coming into contact with TopChoice.
2. Fire ants become exposed either through contact or ingestion and spread the active ingredient throughout the mound to other ants and the queen(s). We call this the Domino Effect.[®]
3. Succumbing to the lethal effects of TopChoice, the mound slowly and steadily crashes, including the queen.
4. The residual effect of TopChoice controls existing mounds and prevents new mounds from forming.



How Fipronil Compares to Other RIFA Control Products

ACTIVE INGREDIENT	CHEMICAL CLASS	USE RATE (LB.AI/ACRE)	EST. LENGTH OF RESIDUAL CONTROL	SPEED OF CONTROL
Fipronil	Phenylpyrazole	0.0125	 UP TO 52 WEEKS	Medium
Acephate	Organophosphate	0.75 – 1.5	 FEW DAYS	Fast
Chlorpyrifos	Organophosphate	1.0	 4 TO 6 WEEKS	Medium to Fast
Diazinon	Organophosphate	4.4	 FEW DAYS	Fast
Hydramethylnon (Bait)	Amidinohydrazone	0.0073 – 0.011	 UP TO 24 WEEKS	Medium
Fenoxycarb (Bait)	IGR	0.01 – 0.015	 3 TO 8 WEEKS	Medium
Bifenthrin	Synthetic Pyrethroid	0.2 – 0.4	 4 TO 16 WEEKS	Fast
Pyriproxifen (Bait)	IGR	0.005 – 0.0075	 12 TO 16 WEEKS	Slow
Methoprene (Bait)	Hormone Analog	0.005 – 0.0075	 10 TO 12 WEEKS	Medium

One application provides a full year of protection—guaranteed and backed by Bayer.

Just one broadcast application of professional-strength TopChoice provides control of fire ants for one year. Guaranteed.

Bayer backs up the Certified TopChoice Professional by promising to take care of any product costs related to re-treatment of fire ants.¹ Obviously, Bayer believes in TopChoice. You should too.

TopChoice is labeled for use on:

- residential lawns
- school grounds
- commercial lawns
- cemeteries
- parks
- campsites
- recreational areas
- golf turf
- sports fields
- sod farms
- landscape beds

You didn't hear it from us: What the experts are saying.

"In one test I conducted in 1997, TopChoice resulted in 100% control of fire ants—even after 14 months. When we rechecked after 27 months, we were still getting an average of 80% control. TopChoice lasts longer than anything else out there."

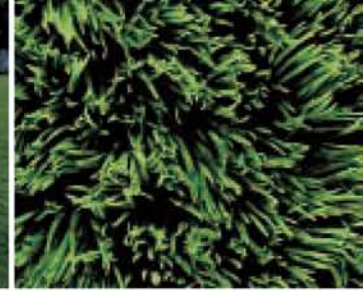
Dr. Charles Barr
Texas A&M Extension Service

"In the lawn care business for 14 years and a lifelong Florida resident, I know fire ants all too well. With TopChoice, I get a better quality product, use it less often, have better results and drastically reduce manpower."

George T. Sands
George T. Sands Inc.
Naples, Florida

"I first used TopChoice on a large commercial site that had a terrible fire ant problem. Once the active ingredient kicked in, we simply didn't have fire ants again. It was absolutely phenomenal."

Todd Voss
All Seasons Lawn and Tree Care, Inc.
Dallas, Texas



Application guidelines.

Fire ants, like all insects, require moisture to survive. During hot, dry weather, they burrow deeper into the soil to find more moisture and cooler temperatures. In contrast, when adequate moisture and moderate temperatures are present, fire ants are active on the surface — and most vulnerable to insecticides. Faster results are achieved when TopChoice is watered in with rain or sprinklers.

- TopChoice can be applied any time of the year. Quicker control will be seen when ants are actively foraging.
- Granules are broadcast over the area that fire ant control is desired, creating an exclusion zone by controlling existing mounds and preventing new ones from establishing.
- Using conventional spreader equipment, apply TopChoice at 2 pounds per 1,000 square feet (87 lbs./acre).
- Thorough coverage is paramount as mounds can establish themselves in areas missed by broadcast coverage.
- Use baits in areas where you can't apply TopChoice broadcast granules, including hardscapes like sidewalks, driveways, pool decks and near water.

One touch, and they all fall down: The Domino Effect.

Once TopChoice is applied, fire ants in the area ingest or simply come into contact with the active ingredient while foraging. When they return to the mound, a lethal dose is transferred to other fire ants through social interaction. Because it's deadly by both ingestion and contact, fire ants that have not had direct contact with treated soil themselves, but have merely touched others that have, will die.

The one-step program:

TopChoice plus Ceasefire™ or Maxforce® Fire Ant Bait.

In a situation where mounds are built next to an area providing fire ants with shelter, such as under concrete, TopChoice with Ceasefire (formerly FireStar) or Maxforce Fire Ant Bait can be applied at the same time to maximize control. Ceasefire and Maxforce are taken back underneath the concrete and fed to the larvae that regurgitate a liquid food that is spread throughout the colony. Ceasefire or Maxforce should also be used when application is near water.

It pays to be a believer in TopChoice.

More than 325 million acres in the southern United States are infested with fire ants, with home and business owners spending more than \$2 billion annually on fire ant treatments. By offering a product that actually works, you can lower your costs, gain new customers and save them money. TopChoice costs approximately \$5.50 per 1,000 square feet of coverage. An average residential yard is 5,000 square feet, so it is an extremely low cost for yearlong control. By choosing to treat once a year with TopChoice, you'll save labor costs and time in terms of callbacks and re-treating.

Call 1-800-331-2867 for the TopChoice agent or Bayer Field Representative nearest you. And visit BayerProCentral.com for additional information about the efficacy of TopChoice.



Fire ant control. Once. And for all.

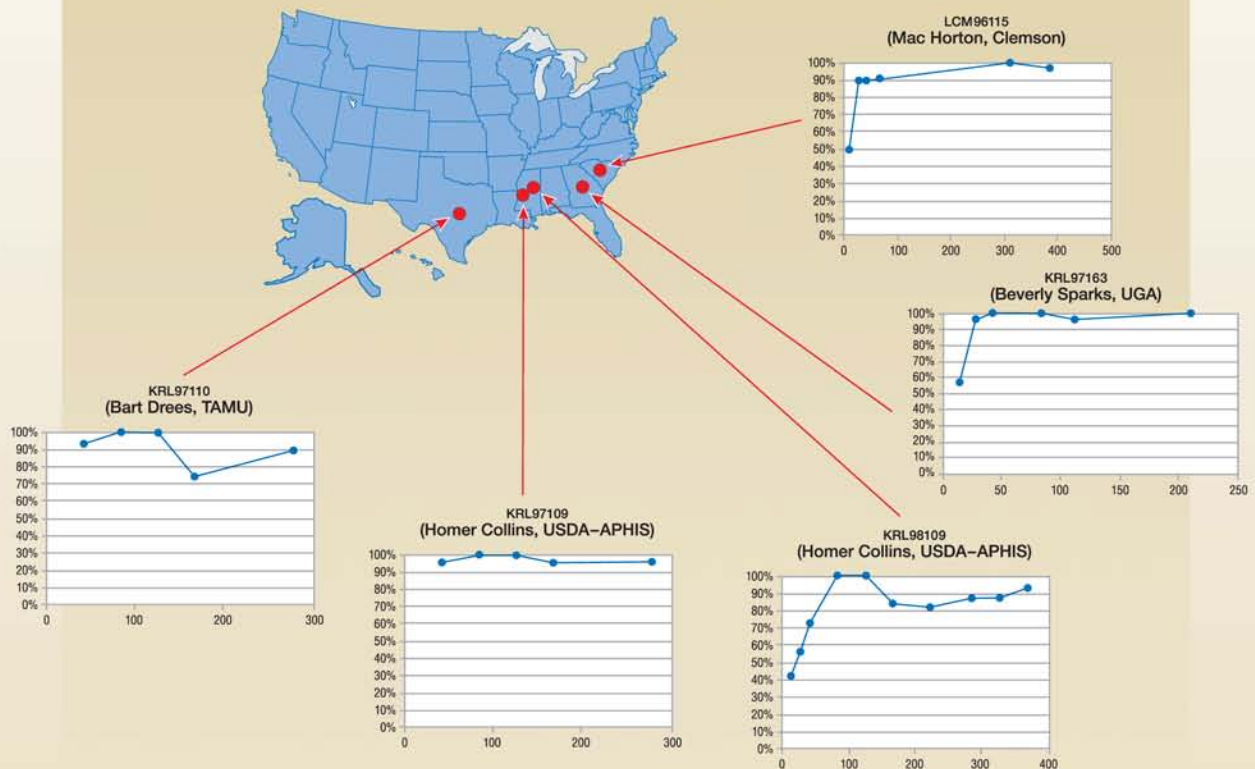
TopChoice is available only through professional application services.

Independent university tests prove TopChoice really works.

USDA–Aphis, University of Georgia, North Carolina State University, Clemson University, Louisiana State University, University of Florida, Auburn University, Texas A&M University, University of California–Riverside. All you need to do is find the university nearest you, and you'll see proof that TopChoice has been studied, tested and reported on. Across the board, the results have been overwhelmingly positive. With just one application, TopChoice is effective in virtually eliminating fire ants for one full year.

As you can see from the charts below, after broadcast application and an initial four-to-six-week time frame, the residual control of TopChoice kicked in for the remaining portion of the year.

Each chart represents percent control vs. number of days.



TopChoice — at a glance.

- For fire ant control, requires just one broadcast application for one year of curative and preventive control
- Apply any time throughout the year
- Acts gradually, allowing colony and nest kill via contact or ingestion
- Unique mode of action
- Also controls mole crickets, fleas, ticks and nuisance ants
- Saves time and labor costs
- Easily applied with a conventional spreader
- The only contact insecticide that can be effectively used at the same time with a bait
- Lowest dose, non-bait insecticide available for fire ants
- Low toxicity for non-target animals
- Proven effective by multiple university studies throughout the fire ant belt
- No reported incidence of resistance
- Odor-free
- Backed by Bayer™



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BACKED
by **BAYER™**