

RAMPAGE[®]

RAT AND MOUSE BAIT

Vitamin D₃, also known as Cholecalciferol, is a naturally occurring compound produced by most mammals after exposure to sunlight. Vitamin D₃ is also found naturally in such dietary sources as fish, eggs, and cod liver oil. It is thought that exposure to as little as 10 minutes of sun a day will prevent many health deficiencies. As with so many things in life, a little may be good, but too much is bad. This is the case with Vitamin D₃. A little provides substantial health benefits, but excessive amounts can lead to an overdose and cause severe health problems or death. Bell Laboratories, Inc combined the characteristics of Vitamin D₃ and years of research and development experience to formulate **Rampage**. The application of accumulated knowledge and the quality, efficacy and effectiveness that have long characterized Bell products is well represented in **Rampage**.

Vitamin D₃ is the only rodenticide active ingredient on the U.S. Department of Agriculture's National Organic Program (NOP) List. This naturally occurring active ingredient has been combined with Bell Lab's more than 35 years of research and development to create a truly special product.

KEY BENEFITS OF RAMPAGE BAITS

- 1) Laboratory and field data suggests that Vitamin D₃ baits like **Rampage** have not shown any potential for secondary poisoning. As a result, dead or dying rodents represent a substantially reduced risk to companion animals and wildlife.
- 2) Vitamin D₃ is recognized as a better choice for use around birds because of their hollow bone structure.
- 3) The active ingredient in **Rampage**, Vitamin D₃, has a recognized stop-feed action. This lowers the need for extensive and continued baiting, thereby reducing long term baiting costs.
- 4) Vitamin D₃ functions in a manner that makes reduces the chance of any bait shyness.
- 5) **Rampage** controls anticoagulant-resistant rats and mice since its mode of action is physiologically different from anticoagulants.
- 6) **Rampage** is only rodenticide registered by the U.S. EPA that has an active ingredient, Vitamin D₃, on the NOP list.

