

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



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.