

NEWS

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EPA approves insecticide for Asian lady beetles

Buggslayer also provides residual control of box elder bugs on building exteriors

The U.S. Environmental Protection Agency recently approved Buggslayer Insecticide, an insect killer that provides excellent control of ants, spiders, mosquitoes, ticks and over 50 insect pests. Lasting 10 times longer than conventional pesticides, Buggslayer Insecticide uses a new, third generation synthetic pyrethroid found in the extract of chrysanthemum flowers. This molecule is known to have the most drastic effect of any compound in that mixture of natural insecticides, making it extremely effective at remarkably low use levels.

Buggslayer really works to control Multi-colored Asian lady beetles (MALB) and box elder bugs. They congregate on the west and south sides of homes and buildings in late summer and fall. When the weather turns colder, they gain entrance to the structure through any crack, gap or crevice. Once inside exterior walls, indoor warmth brings them inside and numbers can reach the hundreds, if not thousands. The bugs smell, leave stains and may cause allergic reactions, making intrusion into buildings a serious problem.

Physical exclusion of these bugs by sealing all cracks and gaps is an effective, but cumbersome, control method for most homeowners. There has been no simple solution to this problem available to consumers other than the services of professional exterminators who charge fees starting at \$200. They have access to certain restricted-use pesticides that provide residual or extended killing power when applied to the outside surfaces of buildings.

Spraying box elder bugs with soapy water or bleach has been shown to kill most of those directly contacted. Others that come later are not affected and can freely walk on the now stained, or bleached, surface. Consumer insecticides can stain siding and are not registered for that application site. These home remedies and bug killers are also ineffective against MALB while providing little, if any, residual control.

"We have been searching for a solution to this problem due to the continuous requests we have received since first exhibiting at the Minnesota State Fair in 2000," said Brian Weekley, a chemical engineer at Bugg Products LLC. "Hundreds of people, especially in rural areas, have told us of their struggles with these bugs. Most people have a separate vacuum cleaner they use indoors to suck up these bugs all winter and spring. These insects also affect people in urban areas making it a nationwide problem. After years of research, field testing and a lengthy EPA approval process, we received federal registration of this revolutionary product."

Having shown excellent, long-lasting results when used by pest control operators, the professional formula on which Buggslayer is based is so safe, it has been recently approved for stored grain pest control. Buggslayer improves upon that formula by making it into an odorless, non-staining, water-based solution now available for consumer use. When diluted in a hand-pump pressurized sprayer, it can be applied to siding, walls and foundations. Being a multi-purpose insect killer, it can be used on ornamental plants, flowers, shrubs and lawns.

"This is the only concentrated residual insecticide available to consumers with Asian lady beetles on the EPA-approved label. Consumers can now treat their homes one time in the early fall to keep MALB and box elder bugs from congregating on outside walls. With a pint bottle, they can also make several gallons of solution to control other insects the next season," said Weekley. "This provides a significant value to the do-it-yourselfer."

Bugg Products LLC is located in Long Lake, Minnesota. Their repellent products are distributed to grocery stores nationwide through SuperValu and sold mainly in the Midwest at retailers such as Cub Foods, Shop 'n Save, Coborns/Cashwise, Byerly's & Lunds, Walgreen's and Ace Hardware.

Buggslayer will be available at www.buggslayer.com in 2006, nationwide in 2007.