

## Detecting Rodent Problems

### Out of sight . . . maybe, but not likely out of your mind.

Most people have had a run in with rodents. In fact, over 28% of U.S. and Canadian residents purchased products for controlling rodents, spending hundreds of millions of dollars.

With increasing population, urban sprawl and farmed land, mice and rats commonly seek protective shelter in homes, attics, garages, barns, outbuildings, cabins, automobiles, boats and RV's. They are also active in commercial buildings, especially restaurants and storage facilities.

Rodents self regulate their population, however, with access to available shelter, food and water they can become prolific - and quickly.

- A single pair of mice can be responsible for as many as 15,000 offspring in a single year.



- Rats can bear 8-12 offspring every 3 weeks and now equal 50% of the human population in the United States alone.
- Each leaving behind 18,000 to 25,000 droppings a year.

## Finally A Safe Solution

The good news is that there is a new invention that is a simple and safe solution to make it so rodents have no interest or desire to go near your property or possessions in the first place.

**You can repel the rodents with a natural bio-based repellent.** Instead of dealing with the headaches of trying to kill and properly dispose of them, why not just drive them away?



The "Fresh Cab" Mouse Pouch was Invented by a North Dakota mom who had rodent problems on her farm and wanted a non-toxic and easy to use solution that would also be safe to use around her children and pets.

Rodents have extremely poor eyesight and are heavily dependent on their sense of smell, especially in dark areas. The Fresh Cab pouches contain natural oils. These oils compromise the rodent's sense of smell causing them to feel "blind," confused and unsafe, so rodents avoid "treated" areas at all costs.

By simply placing the pouches in areas susceptible or prone to rodents you will be creating an effective defense shield, keeping rodents out of the space you want to protect.

**The Only Humane Plant-Based Rodent Repellent Proven Effective and Registered by the Federal EPA!**

## The Only Safe & Easy Choice

### First in GREEN Safety:

- Only non-toxic, No-kill, "Green" repellent registered by the Federal EPA for indoor use
- **Completely SAFE around children, pets and wildlife**
- A natural "Christmas tree" scent that you'll find refreshing, but rodents find extremely offensive
- All Natural, Biodegradable and with virtually no carbon footprint!
- Endorsed by Green America, USDA.

### First in Ease of Use:

- Easier and more humane to use than traps, bait stations and glue boards
- No dead rodents to find and dispose of. Keeps rodents far away instead of killing them.
- Simply place mouse pouch near possible entry points or where mice might hide, feed or nest.

### First in Effectiveness:

- **More effective and less dangerous than the traps or poisonous options.**
- 9 out of 10 Fresh Cab users come back for more.
- It has been tested and endorsed by Good Sam Club, National Home & Garden Club, independent labs, and farmers nationwide!
- Independent lab proven effective up to 100 days. (using 1 pouch per 125 sq. ft in an enclosed area)

While we await Fed. EPA review to update our label with extended efficacy - from 30 days to 100 days - **we are very pleased to offer you a 100 day, 100% satisfaction guarantee!** See [www.earth-kind](http://www.earth-kind) for details

Call your local Hardware, Home Improvement or Farm Supply Store, Pest Control Operator or Veterinarian to see if they carry "Fresh Cab" Mouse Pouch or use the store locator online.

**earthKIND**

Visit: [www.Earth-Kind.com](http://www.Earth-Kind.com) for product or company information  
or Call TOLL FREE: 800-583-2921  
[www.earth-kind.com](http://www.earth-kind.com)

# IMPORTANT!

What you **MUST** know:

**PROTECT YOUR FAMILY,  
PETS AND PROPERTY FROM  
THE SIGNIFICANT DANGERS  
OF RODENTS**

*Eliminate Risk of Disease and  
Destruction Without Poisons or  
Inhumane Traps*



Sponsored By

**earthKIND**

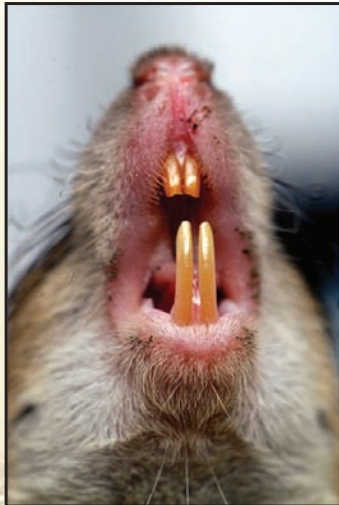
## Protect Your Health

### Rodents are a serious Health Risk!

Mice and Rats carry over 35 known diseases ranging from allergies to food poisoning, to Lyme disease - all the way up to Hantavirus, which is an often fatal infection of the lungs.

#### Potential exposure includes:

- Unknowingly ingesting food or water contaminated by rodents (droppings, urine, hair, dander etc.)
- Physical contact with rodents or droppings especially when dealing improperly with the hideous task of disposing of dead or injured trapped mice
- Bite wounds – There are up to 300,000 known rodent bites that occur annually, with over 85% happening while sleeping and mostly to children.
- Diseases from rodents are also spread indirectly to humans by way of ticks, mites, and fleas that transmit the infection to humans after feeding on infected rodents. This risk can be elevated if you have pets or live on a farm.
- Breathing in germs that may simply be present in rodent urine or droppings that have entered into the air. Even the smallest amount of mouse urine can trigger allergies, particularly in children.



## Protect Your Property

### Rodents are Destructive . . .

Rats & mice cause billions of dollars of loss in home and personal property damage when they seek food and shelter in and around your home or living environment.

- Rodents destroy structural components of buildings foundations, doors, molding, insulation, plumbing, and sewer lines.
  - They can chew through walls, into garbage cans, automobiles, RV's, art and collectables,
  - Insulation damage alone may amount to a loss of several thousand dollars in only a few years.
  - Rodents LOVE electrical wiring, often stripping wires bare to eat the casing. This can be an extremely dangerous and serious fire hazard.
- . . . Even DEADLY!!**



In the past 10 years there have been on average 1.6 million house fires annually. In that time period over **194,000 people have been injured and almost 37,000 people have died.**



The alarming statistic:  
**Rodents are suspected of starting 8% of all fires by chewing through electrical wiring.**

## Protect Your Children, Pets and the Environment

### Use of traditional mousetraps, bait stations and poisons to get rid of rodents pose an even more **SERIOUS** risk to you, your family and wildlife.

Over 90% of the products available to get rid of rodent problems are dangerous poisons or inhumane traps.



#### 1. Baits or "Rodenticides"

Anticoagulant rodent poisons work by causing internal bleeding in rats and mice. This type of poison usually

takes two to six days to kill a rodent. In addition to being inhumane the result is that the mouse or rat will end up dying in an isolated spot like in your attic, behind the refrigerator or wall leaving you with a decomposing carcass and terrible odor to deal with.

- The real danger is leaving bait traps or containers with rodent poison in areas occupied by children, which can lead to disastrous results.
- Some rodent poison comes in the shape of pellets, which to curious children looks like candy and worse, taste sweet.
- Incidents involving children eating rodent poison have increased 40% over the past ten years!
- Curious pets that find the bait that you thought was well hidden can face the same painful internal bleeding and consequences if they eat the poison.
- Wildlife can eat the poisons, or rodents that contain these poisons, which are present in all of the top 3 selling brands. This affects birds of prey, raccoons, squirrels, deer and many more.



#### 2. Inhumane Traps and Glue Boards

If you are "lucky" enough to catch a rodent in a spring or glue trap, you will also be unlucky enough to have to dispose

of the mice. Remember mice and rats carry all sorts of diseases and parasites, and these can be transferred to you.

#### Dangers with traps and Glue Boards

- If a mouse is caught in a trap, your child or pet may be curious enough to handle it.
- There will be mouse droppings in the areas they are occupying. The last thing you want is your pet or child contracting a disease from being too curious.
- You must still dispose of the rodent (injured or dead).

#### 3. Ultrasonic Devices

The principal of ultrasonic devices is to create a loud noise above the range of human hearing (above 18-20 kHz) that is unpleasant to pest species. Basically the theory is that the sound drives them away.

#### Challenges with Ultrasonic devices:

- Rodents can adapt to most situations, and in a short amount of time they become accustomed to the sound.
- Studies show ultrasonic devices will not drive rodents from your home if food, water, and shelter are available.
- They have also been shown to cause hearing loss in dogs and should definitely not be used if you have pets.

#### 4. Mothballs

- Mothballs are highly toxic
- They look like candy
- Their odor is extremely powerful and unpleasant, can linger for months and is next to impossible to get rid of.

