



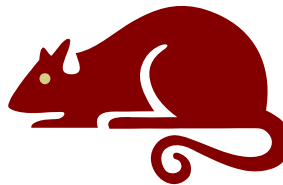
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Resident or Business complains about rats and calls pest company. Instead of looking at *why* rats are present (attractants) such as: ivy, garbage, water, pet food left outside, etc., Pest Control Operator puts out poison **BAIT**.

POISON BAIT BOXES ARE NOW IN YOUR COMMUNITY.



CYCLE OF POISON 1

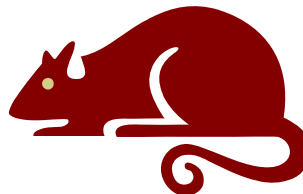


A rodent smells BAIT and eats poison. One feeding *will* kill, BUT death takes several days. The rodent grows weaker and is easily caught by beneficial predators.

Pest control operator refills bait boxes each month and sends **monthly bill to business, homeowner, HOA, etc.**



CYCLE OF POISON 2



Other rats smell BAIT, are *attracted* to the area and also eat the poison BAIT.

Pest company has now *guaranteed* a rat problem because *they* are always putting out food for rats!
Ensuring a monthly payment to them! This is their "bread & butter."

