



# A Softer Approach to Backyard Mosquito & Tick Control

Customers are increasingly drawn to botanical products for backyard insect control, and it's not just a passing trend—it's a holistic shift towards a softer and more sustainable approach. Harnessing the power of botanicals helps balance a host of objectives, including the health of the environment, wildlife, and even the health of people.



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## Backyard Health Threats

Two of the biggest health threats when it comes to backyard pests are mosquitoes and ticks. The danger lies not just in the immediate discomfort of bites but in the potential long-term consequences, as these tiny insects are armed with the ability to carry and transmit harmful pathogens.



Let's begin with **mosquitoes** – beyond the annoyance factor lies a more sinister threat. These seemingly innocuous bites can serve as gateways for some of the world's most notorious illnesses—malaria, dengue, Zika, and West Nile virus. Effective mosquito control isn't just a defense against irritation; it's a frontline assault on the health threats mosquitoes carry that can directly impact your family. Did you know that mosquitoes can also transmit heartworm to dogs?



**Ticks** are also infamous pests of the great outdoors. Some ticks are so minuscule that they're difficult to spot with the naked eye. Larval ticks are also potential carriers of diseases. The consequences of tick bites range from mild discomfort to severe and persistent health issues such as Lyme disease, anaplasmosis, ehrlichiosis, and more.

## The Case for Using Botanicals

Controlling mosquitoes and ticks with time-tested botanical ingredients can contribute to a healthier environment and help deliver an effective means for control at the same time. Utilizing products with key FIFRA 25(b) exempt active ingredients like geraniol, cinnamon oil, and cornmint oil help promote a more environmentally conscious approach to pest control.

## Effective Control of Mosquitoes and Ticks

In order to effectively control mosquitoes and ticks with a botanically-based, sustainable approach, a cutting-edge formulation is needed – a solution that not only provides residual control, but that has low impact and low phytotoxicity for the surrounding environment.

The ideal formulation for backyard insect control, Essentria® Mosquito & Tick Concentrate is an essential oil-based, FIFRA 25(b) insecticide designed for mosquito and tick control. It meets/exceeds guidelines established by APPCO, the official 25(b) work group founded by the EPA. Essentria® Mosquito & Tick Concentrate kills and repels mosquitoes for up to 14 days and is also effective against ticks. This versatile and water-based formula is suitable for use in automated spraying systems, fogging systems, and mist blowers.



## A solution beyond mosquitoes and ticks...

When looking for a botanical product with a softer approach to control a broader spectrum of insects, check out Essentria® IC Pro insecticide, an essential oil-based insecticide with pleasant botanical fragrance and low phytotoxicity formula approved for sensitive indoor and outdoor applications. Essentria® IC Pro insecticide is a FIFRA 25(b) exempt solution formulated with the needs of homeowners, applicators, cannabis growers, and hemp growers in mind. This liquid insecticide provides long residual control for a wide variety of listed insects, including box elders, crickets, spiders, aphids, and more.

LEARN ABOUT MORE ABOUT THE APPLICATION SITES, ACTIVE INGREDIENTS, AND PESTS CONTROLLED BY THE ESSENTRIA® FAMILY OF PRODUCTS BY VISITING ZOECON.COM.

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