

Facts and Fiction

Five Myths About Pest Management

(NAPSA)—Many consumers may be unaware of the importance of pest management or have some mistaken ideas about exactly how pest control professionals work.

Here are some of the myths surrounding the industry and the facts to correct them:

Myth: All exterminators just spray chemicals.

Fact: The trend in pest management is moving toward Integrated Pest Management, an approach that involves removing what pests need to live—such as food sources, water and shelters.

While spraying is sometimes necessary to treat an infestation, professionals have other options including gels and baits that allow precision placement.

Myth: Pest control isn't important. I'll take my chances.

Fact: Pests can pose serious threats to public health and property. Termites alone cause \$2 billion in damages annually.

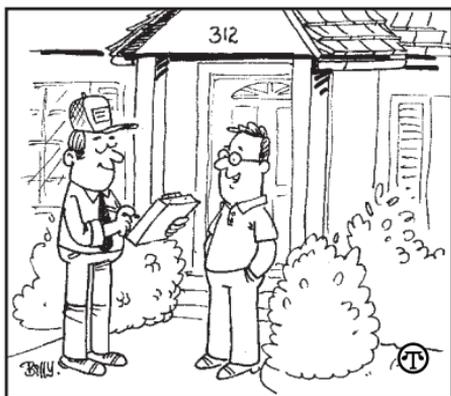
Pests can transmit as many as 15 major diseases. According to research from Johns Hopkins University and other leading research institutions, cockroach and mice allergens can trigger asthma, afflicting 24 million Americans.

Left untreated, the problem usually gets worse. For example, a single pair of cockroaches can produce up to two million offspring in one year.

Myth: Pesticides are more dangerous than pests.

Fact: Professional pest control products are thoroughly tested and when used in accordance with Environmental Protection Agency-approved label instructions, pose little threat to humans or pets.

Myth: I've heard of pest control companies that didn't fix the prob-



Pest control can be accomplished in a way that poses little threat to humans or pets.

lem, and gave homeowners the run-around.

Fact: Virtually all pest control companies offer callbacks in their service contracts. Most professionals will do whatever it takes to satisfy the customer.

Myth: I can just call any pest management company.

Fact: Look for three qualities in a pest control professional:

- A qualified and licensed pest management company that is a member of national, state or local pest management associations.
- A company with a good reputation that friends and neighbors may have used successfully.
- People whose judgment you trust. They should arrive at your home dressed in uniform and thoroughly evaluate the pest problem before treating it.

The National Pest Management Association (NPMA) provides a national online consumer referral service for homeowners who need a pest control professional on the NPMA Web site at www.pestworld.org/homeowners.

For further information, visit www.pestworld.org.