

# MotherEarth™ D

## Pest Control Dust

Mother Earth creates them.  
MotherEarth™ D eliminates them.

**Whitmire Micro-Gen** is proud to introduce an effective long-lasting pest control dust for crawling insects.

MotherEarth D is a broad spectrum desiccant dust that has been proven effective against a wide range of pests. It is labeled for indoor and outdoor use and is an excellent fit for sensitive accounts.

MotherEarth D consists of 100% diatomaceous earth which is the fossilized skeletal remains of single celled phytoplankton commonly referred to as diatoms. It works by dehydrating insects through a desiccating action. The absorptive properties of the fossilized cell-walls easily remove the cuticle's outer waxy layer. This results in the loss of an insect's ability to maintain proper fluid levels—ultimately leading to death. Unlike boric acid dusts that work best when ingested, MotherEarth D only requires contact with the insect to be effective.

MotherEarth D provides outstanding efficacy with twice the surface area of other typical diatomaceous earth products (69 m<sup>2</sup>/g compared to 10-30 m<sup>2</sup>/g). This means MotherEarth D has a larger pore volume weight ratio and much higher absorbent properties. This freshwater diatomaceous earth applies evenly in cracks, crevices and voids.

### MotherEarth™ D product specifications.

- Active ingredient: 100% DE
  - Non-calcined
  - < 0.1 % crystalline silica
- Signal word: CAUTION
- Mode of action: Desiccant
- ORMI™ listed\*
- Sizes: 8 oz. x 12 and 10 lbs. x 1

\*Label representation pending EPA approval



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The benefits of MotherEarth D open up more profit potential.

### Outstanding Performance

- Highly absorptive dust for broad spectrum control and happy customers
- Easily covers cracks, crevices and voids
- Long-lasting control provides continuous protection from pests
- Desiccant mode of action does not require ingestion
- Mined from Mother Earth

### Cost Effective

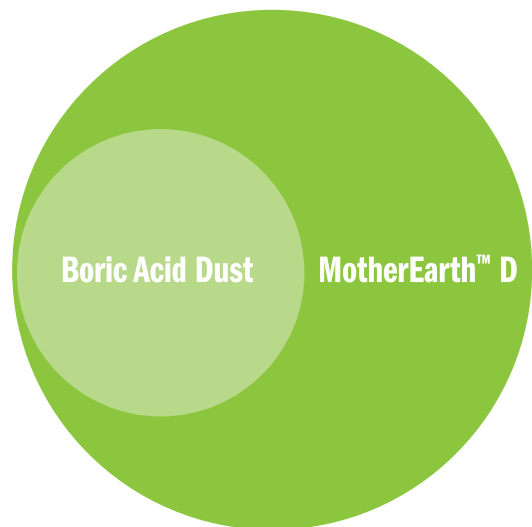
- The high pore volume and surface area of MotherEarth D results in a low density dust. This low density means that you get more coverage per pound of product.

For use in and around a wide variety locations.

- Business and commercial areas
- Homes and other residential areas
- Food/feed handling establishments
- Institutional areas and schools

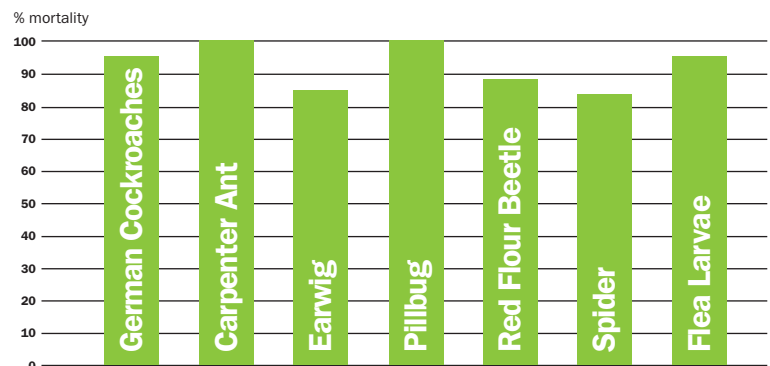
### MotherEarth D application tips.

- Lightly dust cracks, crevices and void areas where long-lasting control is desired
- Shake puffer bottle or duster prior to application
- For best results, use in dry areas
- Great for sensitive accounts



Volume Per Pound

### MotherEarth™ D on Various Pests (% mortality 24 hours after exposure)



MotherEarth D Pest Control Dust is labeled for: ants, cockroaches, earwigs, fleas, mites, spiders and other crawling insects.

For more information on MotherEarth D and Whitmire Micro-Gen's complete line of pest control products call 1-800-777-8570 ext 1 or visit [www.wmmg.com](http://www.wmmg.com)



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