

## Bayer launches water-based insecticide to safeguard public health

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### India's first water-based, space spray insecticide for mosquitoes.



Rapid urbanization in India has led to a significant rise in vector borne diseases such as Malaria and Dengue. To prevent these diseases, India needs effective and innovative vector control solutions. In line with Bayer's commitment to safeguard public health, the company has launched Aqua K-Othrine, India's first water-based space spray insecticide for management of mosquitoes.

Aqua K-Othrine is an emulsion in water (EW) formulation. It contains an anti-evaporant to protect the water-based spray droplets from evaporative water loss. This anti-evaporant technology: FFAST (Film Forming Aqueous Spray Technology) enables Aqua K-Othrine to be diluted in water without losing efficacy. Being water-based, this innovative product eliminates the use of oil-based diluents such as diesel and helps reduce environmental impact. It also reduces the cost of application by upto 80 percent.

Speaking about Bayer's interventions around vector borne disease management, Dr. Arun Kumar, Head of Environmental Science at Bayer, South Asia, said: "At Bayer, we are committed to using science and innovation to improve people's lives for the better. Aqua K-Othrine<sup>®</sup> is a novel product in the vector control segment to help mitigate the spread of mosquito-borne diseases. We will continue to invest significantly in the research for innovative solutions to improve public health and contribute towards Good Health and Well-Being for People<sup>[1]</sup>."

The Environmental Science business of Bayer collaborates closely with both private and public players to protect communities and the spaces in which they live, work and play. Speaking about the launch of Bayer's new innovation in vector control; Sam Easaw, Managing Director, Rentokil PCI, said: "Bayer has a long-standing partnership with Rentokil PCI in India and across the globe. The introduction of Aqua K-Othrine in India is very timely given the increasing trend of vector borne diseases in various parts of the country."

Aqua K-Othrine is pre-qualified by the World Health Organisation (WHO) for use in vector control operations. This WHO assessment provides assurance of effectiveness and safety in use when used according to the label instructions. The product can be used in thermal fogging machines, ultra-low volume (ULV) sprayers and cold fogger machines against flying insect pests. One litre of Aqua K-Othrine is enough to provide coverage of 20 to 40 hectares.