




FOR IMMEDIATE RELEASE

**PHYLLOM'S beetleGONE!<sup>®</sup>tlc AND beetleGONE!<sup>®</sup>ag RECEIVE CALIFORNIA DPR (STATE REGISTRATION) APPROVAL, TARGETING VARIOUS ADULT BEETLES SUCH AS JAPANESE BEETLES, MASKED CHAFERS, ORIENTAL BEETLES ON ORNAMENTAL PLANTS IN RESIDENTIAL, COMMERCIAL, AND PUBLIC LANDSCAPES, AND WEEVILS IN AGRICULTURAL CROPS SUCH AS RICE WATER AND ALFALFA WEEVILS, PRESERVE BENEFICIAL INSECTS**

**Oakland, Calif., January 2, 2018** — Phyllom BioProducts Corp., the horticulture industry's innovation leader in microbial insect control, celebrates a California DPR approval for its novel adult beetle and weevil control, **beetleGONE!<sup>®</sup>**. Now landscape care pros and homeowners, concerned with unintended consequences, have a solution in **beetleGONE!<sup>®</sup>tlc** that provides targeted, season long control of devastating adult beetles in the season of application.



**Flea Beetle**

Likewise, using **beetleGONE!<sup>®</sup>ag**, growers of such crops as alfalfa, rice, grapes and berries now have a powerful, non-chemical insect control with an entirely different mode of action than the chemical products currently on the market which can be rotated into their IPM programs to combat field weevil pests and greenhouse beetle pests such as Flea Beetle. What's more, the beetleGONE! label has no application restrictions when plants are blooming or bees are foraging, a minimal restricted-entry interval (REI) and is stamp-approved by the EPA's National Organics Program (NOP) for Organic Production. 



**Alfalfa Weevil**

Adult scarab beetles such as Masked Chafer and Japanese Beetles are quickly becoming a problem for landscapers and farmers alike in the West with populations of these beetles becoming established in areas of the Western U.S.: Japanese Beetle (Portland, OR and Denver, CO) and Masked Chafer (Bay Area, CA). Not only will these beetles devastate crops such as wine and table grapes and blueberries but also ornamentals such as roses, Linden Trees and turfgrass.



**Japanese Beetle on grape**



Our **beetleGONE! tlc** product is safe for treating landscapes where children, pets and sports enthusiasts play: homes, parks, sports fields, and golf courses. This optimal beetle control targets only the insect pest and leaves other creatures unharmed. Contrast our approach with traditional chemistry which commonly control the target insect along with many beneficial predators such as lady bugs and pollinators such as bees and are poisonous to children and their pets.

Alfalfa growers are also in need of a new product like **beetleGONE! ag**. There is a growing resistance issue with the traditional chemistries which are no longer effective in controlling some populations of alfalfa weevils (i.e. Scotts Valley, CA). Growers now have a new, high-performing insect control which can be used with the traditional controls to more effectively control these devastating pests and stave off resistance or used as a stand-alone product to control the pests while maintaining organic crop status.



# Phyllom BioProducts

Protecting Forests, Farms and Landscapes®

**NEW!** **beetleGONE!** *Target the Pest, Not the Rest!* **ag** WATER DISPERSIBLE FORMULA

**ALFALFA WEEVIL INSECTICIDE**

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**NEW beetleGONE!**  
Insecticide protects the yield and value of alfalfa crops. Controls alfalfa weevil larva, including chemical resistant, yet preserves the primary predators of alfalfa pests. Thus, delivering a "One-Two Knock-out" combination to help defend the crop.

 **FOR ORGANIC PRODUCTION**

- No label restrictions for foraging bees or flowering plants
- Helps manage resistance to chemistries with a new Group 11 mode of action
- NOP compliant for organic crop production

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 **Phyllom BioProducts**  
Protecting Forests, Farms and Landscapes®

*To learn how to "Target the Pest, Not the Rest" with beetleGONE! contact us [info@phyllom.com](mailto:info@phyllom.com) or visit our website [www.phyllombioproducts.com](http://www.phyllombioproducts.com) or call 916-719-6176*

As we like to say "Target the Pest, Not the Rest®".

More information is available at [www.phyllombioproducts.com](http://www.phyllombioproducts.com)

#### **About Phyllom BioProducts Corp.**

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Phyllom BioProducts Corp. (Phyllom) discovers, develops and markets novel insect controls with low eco impact that protect the beauty, health and value of forests, farms and landscapes from devastation by beetle, weevil and grub invaders. Phyllom is now in launch stage with its brands beetleGONE!®, grubGONE!® and boreGONE!®. This suite of proprietary products and technologies are protected by a number of issued and pending patents. For more information about Phyllom, please go to [www.PhyllomBioProducts.com](http://www.PhyllomBioProducts.com)

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