








TRUSTED SINCE 1926

**BONIDE**<sup>®</sup>

# Mouse Magic

## All Natural Mouse Repellent



-  Drive mice from homes, sheds, patios, gardens.... anywhere they are a problem.
-  Proven to last over 30 days in laboratory tests
-  Simple to Use! Just toss convenient “place packs” anywhere mice hide, enter, feed or nest.
-  Natural, pleasantly scented, essential oils peppermint and spearmint safely drive mice away without harm to children or pets.
-  As little as one place pack will treat a 10' x 14' room.
-  Mouse Magic is a member of the heralded  family of Bonide Rodent Remedies

#40030 - Mouse Magic Assortment DRU

## THANK YOU FOR BUYING BONIDE!

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**SUMMARY EFFICACY REPORT  
BONIDE MOUSE MAGIC MOUSE REPELLENT**

**Purpose:** To determine the ability of the test material to repel mice from domestic areas.

**Test Material:** Bonide Mouse Magic. A proprietary blend of essential oils.

**Methods:** A video surveillance system designed to document rodent avoidance behavior patterns given specific harborage, bedding and feeding options, in prebaited choice arenas and 10' x 14' rooms. Dropping counts and bait consumption were also closely monitored.

**Results/Discussion:** Because rodents exist in nearly any part of establishments and under nearly any type of conditions, this evaluation was designed to review the repellency potential of the Bonide Mouse Magic product in a range of conditions. All tests in this report were conducted in a series of choice arenas with house mice that are new to the environment. Additional tests were conducted in 10' x 14' rooms using established mice and a more rigorous rodent feeding and activity pressure. These choice tests were designed to evaluate the behavior of mice when faced with a new environment and new surroundings. This would simulate the affects of rodents entering a new building or a new area of a structure.

Table 1 summarizes the results of the first series in the choice arena using one place pack of Bonide Mouse Magic in one of the 2 choice compartments. Under these conditions, the product repelled 90% of the feeding activity. The number of droppings in the treated compartment was also reduced by 82.9%. Clearly, both feeding and general activity were significantly reduced.

The second series (tables 2, 3 and 4), consisted of the same parameters as presented in Table 1, but in this case the product was applied in 10' x 14' rooms. Under these time trial conditions Bonide Mouse Magic exhibited the ability to repel mice for at least 4 weeks. No observations were made beyond 4 weeks; however, it is likely that repellency properties would continue, with gradually diminishing effectiveness, for an extended period of time. Greater concentrations of place packs increased effectiveness. This resulted in a significantly stronger odor, which may or may not be offensive to the user.

**Table 1**

<b>Average Repellency of Bonide Mouse Magic with House Mice (<i>Mus domesticus</i>) in Choice Arena</b>							
<b>Date:</b> 11/15/2005		<b>Start Time:</b> 2:30 pm					
<b>Arena Area</b>	<b>Repellent Amount</b>	<b>Bait PreWeight G</b>	<b>Bait PostWeight G</b>	<b>% Consumed</b>	<b>% Repelled</b>	<b># Droppings</b>	<b>% Reduction Droppings</b>
<b>Treated</b>	1 Place Pack	20.46	20.01	2.20	90.28	7	82.9%
<b>Untreated</b>	None	20.50	15.85	22.63		41	

**Table 2**

<b>Average Repellency of Bonide Mouse Magic with House Mice (<i>Mus domesticus</i>) in a 10' x 14' Room</b>				
<b>Test</b>	<b>Location</b>	<b># of Place Packs</b>	<b>Age of Repellent</b>	<b>Avg. % of Repellency</b>
A	10' x 14' Room	1	24 Hours	84%
B	10' x 14' Room	1	2 Weeks	71%
C	10' x 14' Room	1	4 Weeks	54%

**Table 3**

<b>Average Repellency of Bonide Mouse Magic with House Mice (<i>Mus domesticus</i>) in a 10' x 14' Room</b>				
<b>Test</b>	<b>Location</b>	<b># of Place Packs</b>	<b>Age of Repellent</b>	<b>Avg. % of Repellency</b>
D	10' x 14' Room	2	24 Hours	91%
E	10' x 14' Room	2	2 Weeks	84%
F	10' x 14' Room	2	4 Weeks	72%

**Table 4**

<b>Average Repellency of Bonide Mouse Magic with House Mice (<i>Mus domesticus</i>) in a 10' x 14' Room</b>				
<b>Test</b>	<b>Location</b>	<b># of Place Packs</b>	<b>Age of Repellent</b>	<b>Avg. % of Repellency</b>
G	10' x 14' Room	3	24 Hours	100%
H	10' x 14' Room	3	2 Weeks	91%
I	10' x 14' Room	3	4 Weeks	81%