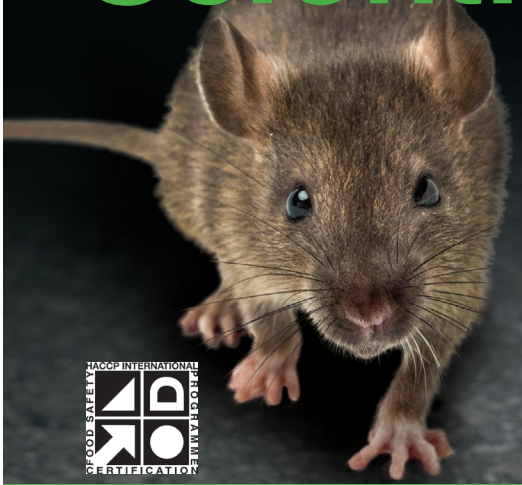
Document size: 180x110 mm (width x height)
Gross size: 180x110 mm (width x height)

Selontra®



BASF
We create chemistry

High performance non-anticoagulant rodenticide bait for quicker control of rodent infestations, even in the most challenging situations

Selontra® contains 0.75 g/kg (0.075% w/w) cholecalciferol.
Selontra® is a registered trademark of BASF. Use biocides safely.
Always read the label and product information before use.

To be used only by professional users holding certification demonstrating compliance with UK rodenticide stewardship regime requirements.

EXTENDED SHELF LIFE 5 YEARS

ADDITIONAL SPECIES FIELD MICE

3 kg

® = Registered Trademark of BASF

- **Ready-to-use rodenticide soft block bait**
- **Combines a unique, quickly accepted and highly palatable formulation with a mode-of-action that enables faster control of infestations – in many cases within only a week**
- **Controls all anticoagulant resistant strains of rats and mice: an effective resistance breaker**
- **Stop-feeding effect: after eating Selontra, rodents stop feeding quicker than with anticoagulant baits, thereby reducing unnecessary bait take, consumption and contamination of food, destruction of property and spread of disease.**
- **Controls House mice *(Mus musculus)*, wood/field mice (*Apodemus sylvaticus*), Brown rats *(Rattus norvegicus)* and Black rats *(Rattus rattus)***



81174717 GB 2034

81174717 EV_GB_Selontra®_1X3 KG.indd 1 3/18/2024 6:27:06 AM

Selontra®

Contains 0.75 g/kg (0.075% w/w) cholecalciferol.

Selontra is a ready-to-use rodenticide bait for the control of house mice (*Mus musculus*), wood/field mice (*Apodemus sylvaticus*), brown rats (*Rattus norvegicus*) and black rats (*Rattus rattus*).

Selontra is for use in and around buildings only.

20 g ready-for-use bait.

For professional users with demonstrated competence.

When this product is supplied to a user for the control of rodents, it shall only be supplied to a professional user holding certification demonstrating compliance with UK rodenticide stewardship regime requirements.

Read the label before use. Using this product in a manner that is inconsistent with the label may be an offence. Refer to the CRRU UK Code of Best Practice (or equivalent) for guidance.

This product contains a bittering agent and a dye.

Application method:

A ready-to-use bait for use in tamper-resistant bait stations. Bait may also be applied in covered and protected baiting points.

Tamper-resistant bait stations must be:
- Strong enough to prevent entry or destruction by dogs.
- Strong enough to prevent entry or destruction by children under six years of age using hands, feet or objects reasonably expected to be available in the use area (e.g. household objects, toys, sticks, stones etc.).
- Lockable or sealable so that children and dogs cannot gain access through the opening or mechanisms used to fill the bait compartments.
- Resistant to destruction or weakening from exposure to typical non-catastrophic weather (e.g. direct sunlight, extremes of temperature and humidity, rain, snow etc.).

Application rate and frequency:

Species	House mouse *(Mus musculus)* Brown rat *(Rattus norvegicus)* Black or roof rat *(Rattus rattus)* Wood/Field mice *(Apodemus sylvaticus)*
Situation	Indoor and outdoor around buildings
Application rate for each bait point	The number of bait points used depends on the pest pressure at the site where the product is to be used: Mice: 20 – 40 g (1 or 2 units) of bait every 1-2 metres. Rats: 100 – 140 g (5-7 units) of bait every 5-10 metres. Wood/Field mice: 40 g (2 units) of bait every 1-2 metres. Use the higher bait point density and the maximum number of bait units wherever rats or mice have been seen. Be aware of under-baiting – follow the label recommendations for the quantity of bait per bait-point and the frequency of bait-points. Use the lower density of bait points in light infestations or in permanent baiting.

Frequency of application and use requirements	Bait may only have to be placed for 7 days to achieve control provided that sufficient bait for the size of the infestation is placed on day 1 of the treatment. Inspect baits 1-2 days after the first placement and replace eaten bait. If a bait point is completely consumed, replace with the maximum amount of bait at that bait point. This will ensure optimum control in the shortest time is achieved. Inspect baits regularly (at least weekly) in order to check whether the bait is accepted, the bait stations are intact and to remove rodent bodies. Continue placing bait every 7 days until consumption ceases. Note that if an insufficient amount of bait is used at any time of the treatment, this may lead to sub-optimal results. Remove the remaining product at the end of treatment period. For outdoor use, baiting points must be covered and placed in strategic sites to minimise the exposure to non-target species. Permanent baiting: The same amount of bait per baiting point is used for permanent baiting (see Application rate). However, permanent baiting points should only be installed at preferred rodent entry points and nesting sites inside or in the immediate vicinity of buildings. Sites under a permanent baiting regime should be inspected regularly in accordance with product label directions. The period between visits should be determined by the technician in charge but will not be longer than every four weeks when permanent baiting is conducted outdoors. For permanent baiting follow any additional instructions provided by the CRRU Guidance on Permanent Baiting.

Instructions for use:

Read and follow the product information as well as any information accompanying the product or provided at the point of sale before using it.

Do not remove or open the film containing the bait.

Carry out a pre-baiting survey of the infested area and an on-site assessment in order to identify the rodent species, their places of activity and determine the likely cause and the extent of the infestation.

The product should only be used as part of an integrated pest management (IPM) system, including, amongst others, hygiene measures and, where possible, physical methods of control.

Remove food which is readily attainable for rodents (e.g. spilled grain or food waste). Apart from this, do not clean up the infested area just before the treatment, as this only disturbs the rodent population and makes bait acceptance more difficult to achieve.

Try to establish a barrier of bait points between living and feeding areas.

The product should be placed in the immediate vicinity of places where rodent activity has been observed (e.g. rodent runs, nesting sites, holes, burrows etc.).

Where possible, bait stations must be fixed to the ground or other structures.

Bait should be secured so that it cannot be dragged away from the bait station.

Bait stations must be clearly labelled to show they contain rodenticides and that they must not be moved or opened (see 'Risk Mitigation Measures' for the information to be shown on the label).

Place the product out of the reach of children, birds, pets, farm animals and other non-target animals.

Place the product away from food, drink and animal feeding stuffs, as well as from utensils or surfaces that have contact with these.

When using the product do not eat, drink or smoke. Wash hands and directly exposed skin after using the product.

If bait uptake is low relative to the apparent size of the infestation, consider the replacement of bait points to further places and the possibility to change to another bait formulation.

If after a treatment period of 35 days baits continue to be consumed and no decline in rodent activity is observed, the likely cause has to be determined. Where other elements have been excluded, consider the use of a rodenticide with a different mode of action. Also consider the use of traps as an alternative control measure.

When placing bait points close to surface waters (e.g. rivers, ponds, water channels, dykes, irrigation ditches) or water drainage systems, ensure that bait contact with water is avoided.

Protect the bait from the atmospheric conditions. Place the baiting points in areas not liable to flooding.

Replace any bait in baiting points in which bait has been damaged by water or contaminated by dirt.

Rodent death will occur 2-5 days after ingestion of a lethal amount of bait.

Rodents can be disease carriers. Do not touch dead rodents with bare hands, use gloves or use tools such as tongs when disposing them.

Remove the remaining product at the end of the treatment period.

The frequency of visits to the treated area should be at the discretion of the operator, in the light of the survey conducted at the outset of the treatment. That frequency should be consistent with the recommendations provided by the CRRU UK Code of Best Practice (or equivalent).

Risk mitigation measures:

Hazardous to wildlife.

Bait stations must be labelled with the following information: "do not move or open"; "contains a rodenticide"; "product name or authorisation number"; "active substance(s)" and "in case of incident, call a poison centre". UK medical professionals should contact the National Poisons Information Service (www.npis.org) for further advice.

Where possible, prior to the treatment inform any bystanders (e.g. users of the treated area and their surroundings) about the rodent control campaign.

Consider preventive control measures (plug holes, remove potential food and drinking as far as possible) to improve product intake and reduce the likelihood of reinvasion.

To reduce risk of secondary poisoning, search for and remove dead rodents during treatment at frequent intervals, in line with the recommendations provided by the relevant code of best practice.

Do not wash the bait stations or utensils used in covered and protected bait points with water between applications.

Do not use this product in pulsed baiting treatments.

Do not apply this product directly in the burrows.

Permanent baiting is strictly limited to sites with a high potential for reinvasion when other methods of control have proven insufficient. The permanent baiting strategy shall be periodically reviewed in the context of integrated pest management (IPM) and the assessment of the risk for re-infestation.

Products shall not be used beyond 35 days without an evaluation of the state of the infestation and of the efficacy of the treatment (unless permanent baiting).

Dispose of dead rodents in accordance with local requirements. In the UK poisoned rodents may be disposed of by the waste producer at an incinerator or landfill permitted to accept that type of waste, or collected by a registered waste carrier and taken for disposal at a suitably permitted site. For further information on disposal contact the Environment Agency (http://www.environment-agency.gov.uk) or SEPA (http://www.sepa.org.uk).

First aid:

Cholecalciferol causes hypercalcaemia. Treat symptomatically. Treatment would include a low calcium diet, a high salt and fluid intake and avoidance of exposure to sunlight. Monitoring serum calcium levels may aid treatment. Cortisone has been used successfully in some cases.

- If medical advice is needed, have product container or label at hand.
- IF INHALED: Get medical advice/attention if you feel unwell.
- IF ON SKIN: Get medical advice/attention if you feel unwell.
- IF IN EYES: If symptoms occur; rinse with water. Remove contact lenses, if present and easy to do. Call a POISON CENTER/doctor.
- IF SWALLOWED: Rinse mouth. Get immediate medical advice/attention.

Contact a veterinary surgeon in case of ingestion by a pet.

Keep the container or label available.

Disposal:

At the end of the treatment, dispose of the uneaten bait and the packaging in accordance with local requirements. For information on disposal in the UK contact the Environment Agency (http://www.environment-agency.gov.uk) or SEPA (http://www.sepa.org.uk).

Storage:

Store in a dry, cool and well ventilated place. Keep the container closed and away from direct sunlight.
Store away from food stuffs and animal feeding stuffs and products which may have an odour.
Store in places prevented from the access of children, birds, pets and farm animals.
Shelf life: 5 years

Authorisation numbers:
GB-2020-1257
NI-2020-1257

Batch number: see packaging.
Date of manufacture: see packaging
Active substance content: 0.077% (w/w) (technical), 0.075% (w/w) (pure). Also contains 2-Phenylphenol.

Expiry date: 5 years after manufacture

Authorisation Holder (Great Britain):
BASF plc (From 1st July 2026: BASF Agricultural Solutions UK Limited)
4th and 5th Floors
2 Stockport Exchange
Railway Road
Stockport
SK1 3GG

Authorisation holder (Northern Ireland):
BASF Ireland DAC (From 1st July 2026: BASF Agricultural Solutions Ireland Ltd)
Asgard House, 19-20 City Quay,
Dublin, Ireland. D02 K744

Telephone: 0161 475 3000
Emergency information: 0049 180 2273112 (24 Hours freephone)

To access the Safety Data Sheet for this product scan the QR code or use the weblink pestcontrol.basf.co.uk/Selontra/MSDS. Alternatively contact your supplier.

For further information please refer to https://pest-control.basf.com/gb/en/products/rodenticides/selontra#downloads

THINK WILDLIFE

4 041885 269546

81188955 GB 2026

® = Registered trademark of BASF

12/2/2026