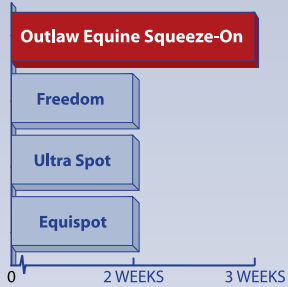


# Outlaw® Outlasts

Outlaw® brings the power of **cyphenothrin** to squeeze-on repellants.

For many horse-owners, a squeeze-on pest repellant is a great choice. It doesn't startle or spook the horse, there's no waste, even in breezy conditions, and a single application typically lasts longer than most fly sprays.

Length Between Applications



However, most squeeze-on repellants on the market today are based on old technology. For years, permethrin has been the insect repellant of choice among horse people. But now there's something better: cyphenothrin.

In a controlled test, Sentry Outlaw Equine Squeeze-On with 40% cyphenothrin killed or repelled 82% of face flies in the first 24 hours, while a permethrin horse squeeze-on controlled only 69% for the same time period. What's more, clinical tests show that 100% of the culex mosquitoes, the

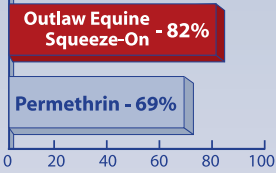
particular mosquito that carries the West Nile Virus, were not biting horses treated with Outlaw Equine Squeeze-On 11 days after application.

Use less often.

The recommended time between applications for the leading brands of squeeze-on is every two weeks, but Sentry Outlaw Equine Squeeze-On lets you go 50% longer between applications – reapplication is recommended only once every three weeks.

Each application of Outlaw Equine Squeeze-On is conveniently packaged in two 4.5ml tubes, making it easier to accurately apply it to the six target zones on the horse.

Percentage Face Fly Kill (First 24 Hours)



Prove it to yourself.

Your horse will be virtually free of insect pests because today, nothing - nothing - outperforms Outlaw.



Outlaw® Outperforms the Rest  
SENTRY® OUTLAW®  
Distributed by  
**John Ewing Company**  
401 North First Street  
La Salle, Colorado 80645  
www.OutlawOutperforms.com  
866-663-5971

New From SENTRY

For biting fly and insect pest protection...

# OUTLAW® OUTPERFORMS

...all the rest

SENTRY

# Outlaw



Outlaw is available as a squeeze-on or long-lasting spray

Spray or Squeeze-On,  
Outlaw® saves you

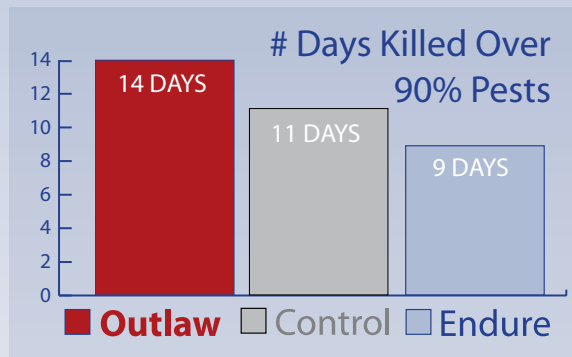
**time  
and money!**

No matter what equine pest repellent you use now, try a single application of Sentry Outlaw Equine Squeeze-On or Spray. We believe you'll see a noticeable reduction in insect pests on and around your horse, and enjoy the extra time between recommended applications for yourself.

Try Outlaw and learn what many horse men and women already know...Sentry Outlaw simply outperforms the rest.

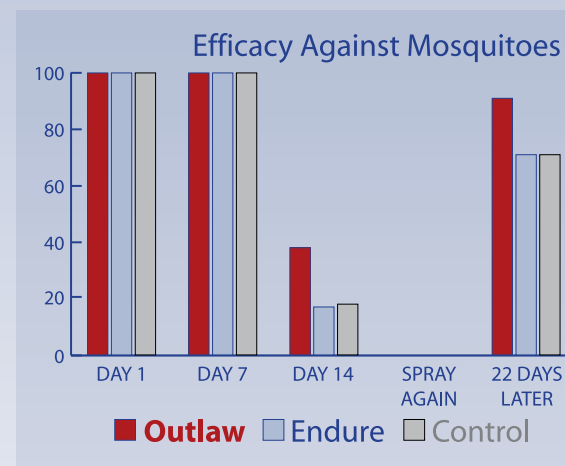
# Outlaw® Equine Fly Spray Out-Endures Endure™

In clinical trials between Outlaw Equine Fly Spray, Farnam® Endure™ and a control formula, new Outlaw Equine Fly Spray with cypermethrin repelled biting flies and other pests with 90% efficacy for a full two weeks, while Endure showed similar performance for only 9 days.



In addition, although both the Endure Spray and the Outlaw Equine Fly Spray provided good protection against mosquitoes for at least seven days after application, the

Outlaw Equine Fly Spray showed higher potency against nuisance insects and gnats on day 14 and continued protection against house flies and stable flies on day 22.



All three sprays repelled the mosquito that carries West Nile Virus, however, on day 14 the Outlaw Equine Fly Spray worked the best. When horses were sprayed a second time after day 14, the percentage of mosquitoes repelled 22 days later was much higher. Outlaw again performed better than the other two sprays.

**Six times the concentration of cypermethrin.**

Unlike most sprays available today, which are based on permethrin and/or pyrethrin, both Endure and Outlaw contain the breakthrough chemical cypermethrin. However, Outlaw Equine Fly Spray contains six times as much cypermethrin as Endure for the best fly protection you can buy.

**Use them together for unsurpassed protection.**

To give your horse freedom from biting flies, mosquitoes that may carry West Nile Virus, and all sorts of pesky nuisance insects, apply Sentry Outlaw Equine Squeeze-on, then tune it up with periodic applications of Outlaw Equine Fly Spray.

Because Outlaw Equine Squeeze-On and Equine Fly Sprays are applied less often, you will use less, so it costs less too! And you can use the extra time you save to do what you want to do with your horse.

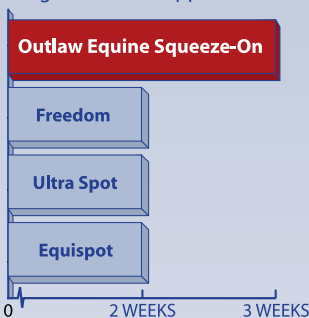


**New** From **Sergeant's**

# OUTLAW™ OUTLASTS

50% more time between recommended applications for protection against biting flies, gnats and mosquitoes than Absorbine® Ultra Spot, Farnam® Equispot™ or Starhorse® Freedom™.

Length Between Applications



Based on the chemical breakthrough, cyphenothrin, Sentry® Outlaw™ Squeeze-On gives horses the protection they need against most insect pests with just one application every three weeks. That's half again as long as the leading brands, saving both time and money. Outlaw is conveniently displayed in a six-unit shelf tray, with two trays per case. To learn how easy it is to stock and sell Sentry Outlaw, visit our Web site at [www.sentryoutlaw.com](http://www.sentryoutlaw.com), or call us at 800-555-1212.

800-555-1212  
[www.SentryOutlaw.com](http://www.SentryOutlaw.com)

**SENTRY**

# Outlaw™

*Outperforms the rest*



*Outlaw is also available  
as a long-lasting spray.*