

Life depends on **boron**

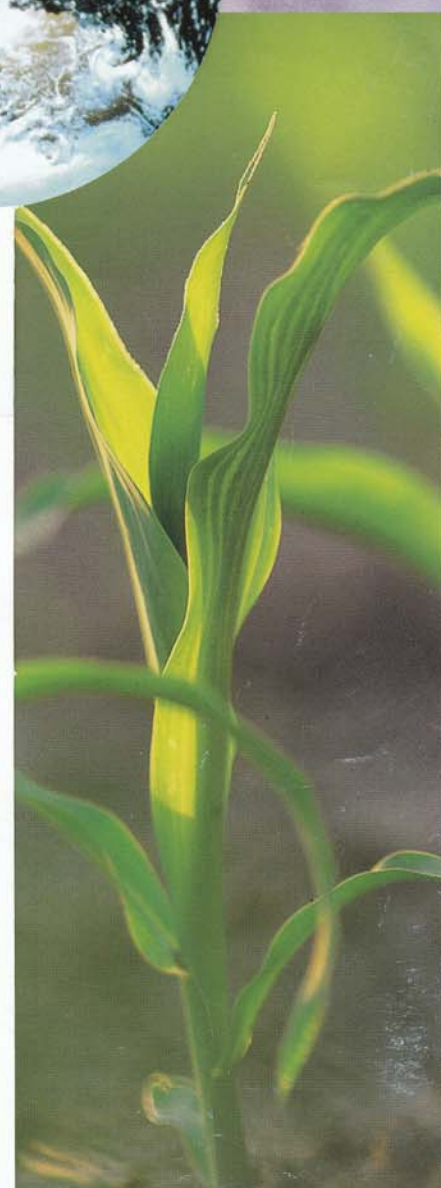
As one of the 109 elements that make up the planet, it's not surprising that boron is all around us — in soil and water, plants and animals.

Although the element boron does not exist by itself in nature, it occurs in combination with oxygen and other elements in salts, commonly called "borates."

Just as borates have been a part of nature since the earth's formation, they have also been put to many productive uses since the beginning of civilisation. Artisans in ancient cultures relied on borates, as do glassmakers and potters today. Before the 19th century, concentrated borates were a rare treasure, transported from the Far East into Europe along trade routes taken by Marco Polo's caravans. Today, deposits of borates large enough to mine efficiently are still rare, but usage has increased to the point that most industries on every continent use boron compounds to manufacture products that are essential to modern life.

Although you may not be aware of them, borates are all around you in all aspects of your life.

Here are some places you can find them ...





Boron at home

Apart from the boron in your environment and diet, the element B is a key ingredient in an extensive array of household products.

Borates in roofing materials, wallboard, and both fibreglass and cellulose insulation protect us from the elements. As a treatment for the wood, plastic, bricks, pipes and wires used to construct your home, borates protect from mould, rot, fungi and insects, and in some applications, act as a flame retardant.

Inside the home, you can find borates in the ceramic tiles on the floors and walls and the porcelain enamel covering sinks, refrigerators, pots and pans. The pantry is loaded with borates in food, but you can also find them in your everyday heat-resistant cookware and the lead-free crystal you bring out for guests.

Move to the bathroom and boron abounds. Soaps, cold creams, face lotions, makeup, shaving cream, contact lens solutions, hair straighteners, eye drops, and foot soaks, as well as denture cleaners and adhesives, are all made with boron compounds.

Getting dressed each day requires borates, too. Cotton fabrics wouldn't exist without boron to ensure fibre yield in the field, and nylon processing depends on borates too. Keeping those clothes clean is an array of detergents, laundry boosters and bleaches made with borates. Coffee pot cleaners and carpet cleaners are also borate-based. Even these products' packaging have borates in the adhesive that holds them together.

When the house is clean, meals are cooked, and the laundry finished, you can still find borates at work. They're used to make all fibreglass sporting equipment — from surfboards, and golf clubs to snowmobiles and jet skis. The liquid crystal displays (LCDs) in digital watches, laptop computers, VCRs and cyberpets also contain borates.

Having a barbecue? Don't forget the borates. They're in the charcoal in the grill, the film in your camera, and even the swimming pool as a water treatment. Borates can even help get rid of uninvited barbecue guests as pest control products effective against termites, beetles, ants, cockroaches, silverfish and earwigs. In bright light, borates in your light-sensitive sunglasses protect your eyes; at night, they sparkle in fireworks.

BORA-CARE®

Bora-Care has been proven to prevent termite attacks during 12 years of efficacy studies as well as successful use in hundreds of thousands of homes. By diffusing deep into wood fibers, Bora-Care lasts for as long as the wood is in service. That means its controlling power also lasts.



As shown with a special dye, Bora-Care penetrates to the heart of the wood.

REPLACES OLD-STYLE SOIL TREATMENTS.

With traditional soil treatments, 300–400 gallons of pesticides are often pumped into the ground around homes. Soil treatments become ineffective over time. Bora-Care can be used to protect your home from the beginning. The Department of Housing and Urban Development (HUD) allows wood treatment for termites in new construction. Bora-Care is also the

only termiticide evaluated for use by the International Building Code, and allowed for use under the International Residential Code.

RESEARCH.

Experience shows that subterranean termites can't even tube over Bora-Care treated wood or concrete. Treating the wood and concrete with Bora-Care during new construction or during remedial work eliminates infestations and provides long-term control and protection.

After all, it's the wood they're after.





PROTECT YOUR HOME
FROM TERMITES, WOOD-BORING
BEETLES, CARPENTER ANTS AND
DECAY FUNGI...NATURALLY.



The world's leader in borate technology
www.nisuscorp.com

YOU LOVE YOUR HOME. ONLY ONE PROBLEM. YOU'RE NOT ALONE.

Thousands of unwanted boarders are ready to move in, or may already be living in your home. Termites, wood-boring beetles, ants and carpenter ants, cockroaches, mold and decay fungi can eat you out of house and home, literally.

What do you do? Do what comes naturally. Solve the problem with sodium borate—a mineral as old as the earth itself.

The unique way in which borates eliminate insects ensures effective control. In fact, insects have no resistance to borates. To control wood destroying organisms, Nisus products are the answer. When

wood is treated with borates, it is eliminated as a food source. Beetle larvae ingest the borates from treated wood and soon die. Carpenter ants find the wood unpalatable, so they don't nest. And if they groom themselves after coming into contact with a borate dust or eat the baits, they ingest the borates and soon die. Decay fungi are eliminated on contact.

For more progressive pest control, treat your home to longer-lasting protection from insect attacks. Treat your home to Nisus borate-based wood preservative and insect control.

