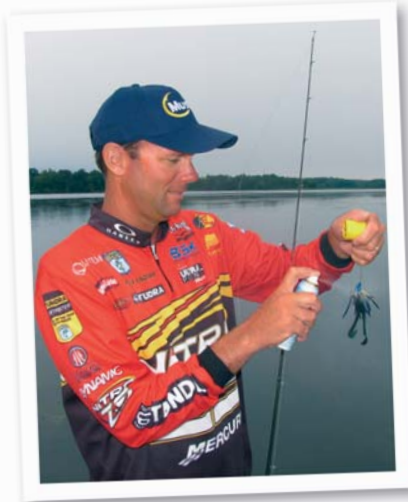




ACTIVATE™  
ATTRACTS THE BEST.

These elite pros know how to get their fish on like no one else.  
They're firm believers in the incredible results Activate™ delivers.



**KEVIN VANDAM**  
World's #1 ranked angler and all time B.A.S.S. money winner  
"Use it and you will catch more fish. I believe in it 100%."



**SCOTT FAIRBAIRN**  
Professional Walleye Angler  
"Some days Activate™ is the only way to turn on the fish."



**CHARLIE WRAY**  
Host "The Fishful Thinking Show"  
"The science behind Activate™ opens a whole new realm of fish-catching possibilities. It's amazing to see inactive, non-feeding fish turn active."



**DENNY BRAUER**  
1998 Bassmaster Classic® Champion

**CHAD BRAUER**  
3-Time Bassmaster Classic® Qualifier  
"Mustad understands pheromone technology, and this latest formulation is the best we have ever used."

NO FUSS. JUST FISH.

- Today's most scientifically advanced pheromone technology
- Seven species-specific formulations for ultimate flexibility
- Extremely easy to apply, with no mess and no hassles
- Proven to be effective — makes fish feed!

**SPRAY** 3.4 oz. (100ml)

- STS-BASS
- STS-CATFISH
- STS-SALMON
- STS-SALT
- STS-TROUT
- STS-WALLEYE

Aerosol spray for easy application. Includes glitter flecks for added attraction. Re-apply when flecks have washed off bait.



**GEL** 2.1 oz. (60g)

- STG-BASS
- STG-SALMON
- STG-SALT
- STG-TROUT
- STG-WALLEYE

sticky formulation for longer-lasting pheromone release. Squeeze on bait and spread into a thin coating with fingers.



**Mustad**

**INSTANT BAIT**

4.9 oz. (140g)

**STIB-SALT**

**STIB-TROUT**

**STIB-CAT**

Combine dry and liquid packets for instant bait. tough, pliable texture. fish attracting color. out-catches, outlasts dough and paste-type baits. cleaner, effective alternative to fresh cut or live bait. thread onto hook several times to extend use and ensure multiple catches.



**FISH ATTRACTOR**

33.8 oz. (1Ltr)

**STL-SALT**

thin liquid attractant for easy, no-mess addition of pheromones to chum/burley, salmon egg cures, hering and other dead baits.



**BAIT ENHANCER**

8.5 oz. (250ml)

**STBE-CAT**

**STBE-SALMON**

**STBE-SALT**

thicker, concentrated liquid for longer lasting release. convenient squeeze bottle Perfect for injecting into dead/cut bait. Also an ideal choice to use in Surestrike™ controlled release device.



**CONCENTRATED BAIT ATTRACTANT** 16.9 oz. (500ml)

**STCBA-SALMON**

**STCBA-SALT**

Highly concentrated, thick liquid for prolonged release and feeding. Glitter flecks mimic fish scales and attract fish. apply to live baits, as a dip for jigs and hard lures and as a soak for dead/cut baits.



**SURESTRIKE™**

- SS2 2 - 2"
- SS3 2 - 3"
- SS4 2 - 4"

Liquid Dispurement devices.



**SURESTRIKE™ APPLICATIONS**

Get the power of Activate™ with PheroTech™ in the water easily and effectively with Surestrike™. Its controlled release and effortless use make it a sure choice for countless applications.

