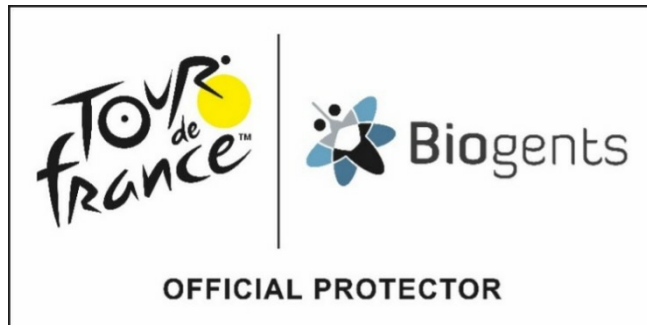


BIOGENTS PROVIDES COMPLETE MOSQUITO PROTECTION FOR THE TOUR DE FRANCE



Paris, July 15, 2024 – Biogents, a pioneer in mosquito control and Official Protector of the Tour de France, is protecting this world-renowned event by installing scientifically proven, highly effective, insecticide-free mosquito traps at strategic locations.

The aim of this unprecedented partnership with Le Tour de France is to protect the thousands of spectators expected to visit the Fan Parks, and to protect the riders in their hotels, so that everyone is spared the health and economic problems posed by the tiger mosquito.

As part of this first year of partnership with the Tour de France, Biogents installed 8 traps in the Fan Park in Florence, the starting city for the 2024 edition, and 13 traps in the Fan Park in Nice, the finishing city for the final stage of the Tour de France 2024. In addition, Biogents worked with the Mercure Hotel (Groupe ACCOR) in Pau, to protect runners from the health risks associated with the tiger mosquito.

These installations testify to the commitment of Biogents and the Tour de France to offer extensive, sustainable, insecticide-free protection throughout the race, ensuring a nuisance-free event for all, while protecting local biodiversity. This initiative not only protects the public, but also promotes sustainable practices in mosquito control. Values also shared by Amaury Sport Organisation, organizer of the Tour de France.

As part of its drive to raise public awareness, Biogents will be using an edutainment approach, with the presence of a podium truck at each stage to inform the public about the solutions on offer and simple preventive gestures (eliminating stagnant water, maintaining green spaces, etc.). As part of the partnership, a digital campaign and competitions will be held in over 400 stores in France.

This is the first time in its history that the Tour de France has included garden centers.

“We are proud to be the Official Protector of the Tour de France and to contribute to the experience of riders, spectators and residents by creating a nuisance-free environment that allows everyone to fully enjoy this exceptional sporting event,” says Hugo Plan, co-director of Biogents.

In addition to the Tour de France, Biogents is involved in the protection of many French cities against mosquitoes. Toulouse, for example, has distributed more than 500 Biogents traps to its residents to effectively combat the tiger mosquito and protect its inhabitants. In Marseille, Meylan and Meyzieu, Biogents solutions are used to secure sensitive areas such as nurseries, ensuring the protection of the children who attend them. At the same time, Biogents has demonstrated its expertise on an international scale, protecting events such as the sailing events in Marseille as part of the Olympic Games 2024 and the Toulouse Fan zone during the Rugby World Cup 2023.

This demonstrates Biogents' commitment to providing effective, sustainable solutions for a healthy environment, while working closely with local authorities and international organizations to meet the challenges posed by mosquitoes.

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How do Biogents solutions work?

Biogents is the number-one solution in France for controlling mosquitoes, especially the tiger mosquito. Insecticide-free, Biogents traps do not impact pollinating insects such as butterflies, ladybugs or bees, unlike other solutions. They reproduce the human body signals that attract mosquitoes, i.e. the air movements characteristic of a body, as well as the smell of our skin and our breathing. Other traps mimic ideal spawning sites, capturing female mosquitoes that have already bitten and are looking to lay their eggs. These two complementary solutions provide complete, effective and long-lasting protection.



You can follow [Biogents](#) news during the Tour de France on its LinkedIn account, as well as that of its distributors [SBM Life Science](#) and [SPG](#).



Protection of the Fan Park in Florence



Biogents Podium Truck



Biogents Animation



ABOUT BIOGENTS



Biogents, market leader in France, is the specialist in mosquito control, particularly for the tiger mosquito. Biogents develops and produces highly effective, insecticide-free mosquito traps, used by scientists, mosquito control specialists and private individuals worldwide. Biogents also offers a tailor-made service for local authorities and tourism professionals to support them in their fight against mosquitoes.

More information <https://eu.biogents.com/>

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