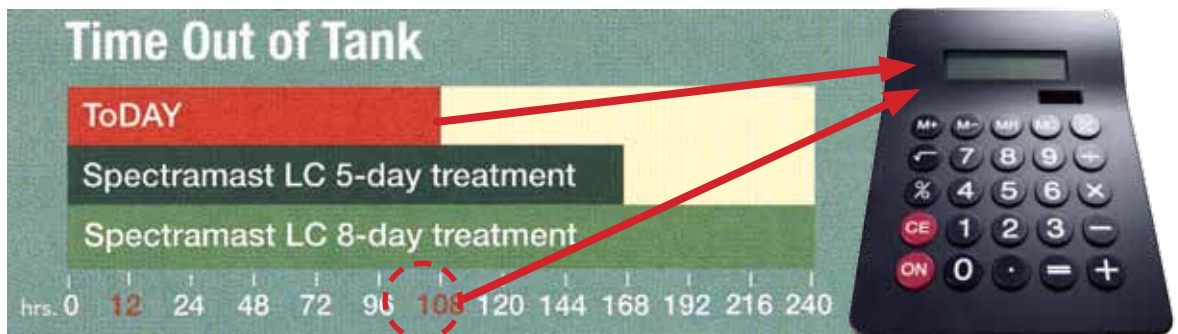




## Let's get "her" back in the Tank

ToDAY<sup>®</sup> gives veterinarians and producers an economic advantage



Calculate the difference ToDAY<sup>®</sup>

### ToDAY<sup>®</sup> (cephapirin sodium)



- Intramammary mastitis therapy for lactating cows
- 96 hour milk withholding (108 total hours of milk discard - 2 tubes in first 12 hours +96 hours discard)
- 4 day slaughter withdrawal
- Effective against organisms (including penicillin resistant *Staph. Aureus*) that cause mastitis
- Opti-Sert<sup>®</sup> tips... proven to reduce new mastitis infection<sup>1</sup> through partial insertion

#### RESIDUE WARNINGS

Milk that has been taken from animals during treatment and for 96 hours after the last treatment must not be used for food. Treated animals must not be slaughtered for food until 4 days after the last treatment. Administration of more than the prescribed dose may lead to residue of antibiotic in milk longer than 96 hours.

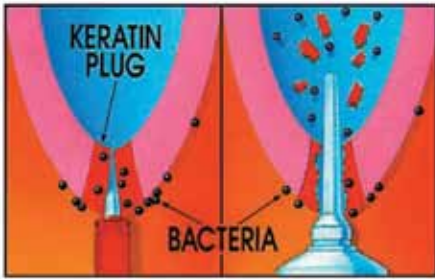
<sup>1</sup> Bobbie, R.L., S.C., Sutherland, S.F. "New design of Mastitis tubes reduces infection." *Hoard's Dairyman*, August 1989, 134:(13)579

ToDay is a registered trademark of Boehringer Ingelheim Vetmedica, Inc.

Spectramast is a registered trademark of Pfizer Animal Health

# DO IT RIGHT!

Partial insertion is proven to reduce new mastitis infection by up to 50%<sup>1</sup>  
 Opti-Sert may help make a big difference in increasing milk production.



## 3 mm Opti-Sert® tip

Research Experts Agree ...

### PARTIAL INSERTION MAKES A DIFFERENCE

**Opti-Sert:**

- Helps prevent pushing harmful surface bacteria, including *Mycoplasma*, into the teat canal.
- Reduces the risk of teat canal and keratin plug damage.
- Provides the option of partial or full insertion with an exclusive, easy-to-use protective cap.

And, with partial insertion proven to reduce new mastitis infection by up to 50%,<sup>1</sup> Opti-Sert may help make a big difference when it comes to increasing your herd's milk production.

Insertion Depth	% New Infections <sup>2</sup>
• 3 mm	• 8%
• 4 mm	• 31%
• 5 mm	• 92%

1. Bobbie, R. L., Nickerson, S.C., Sutherland, S.F. "New design of Mastitis tubes reduces infection." Hoard's Dairyman, August 1989, 134:(13)579.  
 2. Dodds. 1963.

# Sound Byte

CHECK-OFF & ECHO NOTES

Identify if BIVI rep has visited the practice recently:  
**(Dr., has the BIVI rep been in to see you in the last 10 days?)**  
 If Yes – review understanding and benefits  
 If No – Discuss/Review topics (DSR=Primary contact)

**Confidence**  
 Mastitis remains the most costly disease to the dairy operation and industry. I'm certain these costs can be reduced by good management and preventive practices and by the proper treatment of mastitis.

**Invitation (neutral)**  
 Let's review ToDAY® in the context of total costs associated with mastitis ...

**It's the customer's decision**  
 ... then you can establish how you can improve the economic outcomes when treating mastitis in your dairy herds.