

Don't let pinkeye blindsides your cattle!

Pinkeye can ruin pasture cattle profits.

Infected cattle seek shade, shed pounds

- Research shows that calves with pinkeye may weigh 17 to 65 pounds lighter come sale day¹
- Treatment is costly and hazardous as you round up and work scattered animals multiple times

Pinkeye problem is multi-faceted.

Summer environment can set cattle up

- Longer days of bright sunshine can irritate eyes
- Face flies are a vector carrying bacteria from animal to animal
- Dust and other wind-borne agents like grass seeds can set up the animal's eye for opportunistic bacterial invaders

Disease-causing agents are numerous

- Multiple strains of *Moraxella bovis* are typically the disease-causing agent
- New bacterial culprits like *Moraxella (Branhamella) ovis* are emerging



Pinkeye Shield™ XT4. Part of your pinkeye prevention program.

Administer to all pasture cattle, particularly calves, prior to spring turnout

Broad-spectrum

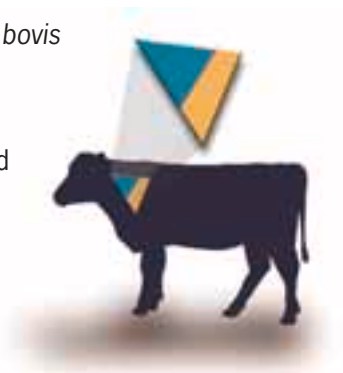
- Contains four field isolates (not laboratory strains) of *Moraxella bovis* for the broadest pinkeye prevention you can buy

Convenient

- Proactive prevention takes just one dose; no booster is required

BQA-friendly

- Small, 2-mL dose
- Administer intramuscularly in the new injection zone in the neck (shown in blue on the graphic)



Have an even tougher pinkeye history?

Consider custom!

Your operation may be dealing with an emerging, bacterial cause of pinkeye called *Moraxella (Branhamella) ovis*.

Your operation may be in need of a herd-specific pinkeye solution from Novartis Animal Health US, Inc.

Ask your veterinarian about custom vaccines from Novartis today! Or call, 888-466-8325.

1. Troutt & Schurig, Pinkeye. *Animal Nutrition and Health*. February 1985:38-41.

Looking for a perfect teammate for Pinkeye Shield XT4?

Consider 1-dose Quick Shield™ IN IBR-PI₃!

First signs of IBR can look like pinkeye.

Severe conjunctivitis (red, swollen and tearing eyes)

If cornea becomes cloudy, symptoms may be mistaken for pinkeye

Protect pasture calves this season rapidly with Quick Shield.

Perfect protection at branding/turnout

- Safe to use on calves nursing **open** cows prebreeding
- In research studies, intranasal vaccinated calves shed no vaccine virus²

Defends against both IBR and PI₃ infection right at the site of infection – the nostril

Convenient administration

- One, small 2-mL intranasal dose
- No booster dose required even in first year
- Extremely BQA-friendly
- May also be administered subcutaneously



Added benefits

- Administration of MLV vaccines may induce interferon production³
- Interferon can:
 - Provide nonspecific antiviral activity
 - Stimulate appetite

2. Data on file at Novartis Animal Health US, Inc.

3. Tizard IR: Veterinary Immunology: An introduction 4th edition. W.B. Saunders Company; 1992:266.



This season put the perfect teammates in play!
1-dose Pinkeye Shield XT4
and Quick Shield IN IBR-PI₃



www.livestock.novartis.com

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