

# 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 day<sup>1</sup>
- 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?

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 Vaccines, Inc.

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

<sup>1</sup> 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™ Intranasal IBR-PI<sub>3</sub>!

### 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 virus<sup>2</sup>

Defends against both IBR and PI<sub>3</sub> 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

#### Added benefits

- Administration of MLV vaccines may induce interferon production<sup>3</sup>
- Interferon can:
  - Provide nonspecific antiviral activity
  - Stimulate appetite



<sup>2</sup> Data on file at Novartis Animal Vaccines, Inc.

<sup>3</sup> Tizard, IR: Veterinary Immunology: An introduction 4<sup>th</sup> edition. W.B. Saunders Company; 1992:266.

This season put the perfect teammates in play!  
**1-dose Pinkeye Shield XT4**  
**and Quick Shield Intranasal IBR-PI<sub>3</sub>**



[www.livestock.novartis.com](http://www.livestock.novartis.com)

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