

# BETTER *for* EVERYONE



## FOR YOUR HERD

FEWER DAYS OF ANTIBIOTIC TREATMENT,  
LESS TIME SPENT IN THE HOSPITAL PEN.



## FOR YOUR BUSINESS

REQUIRES LESS LABOR,  
COSTS YOUR BUSINESS LESS MONEY.



## FOR THE CONSUMER

ANTIBIOTICS USED JUDICIOUSLY  
INCREASES CONSUMER CONFIDENCE.



FOR THOSE WHO  
LIVE IN THE  
MOMENT, BUT  
NEVER FORGET  
WHAT LIES AHEAD.



BETTER *for* EVERYONE





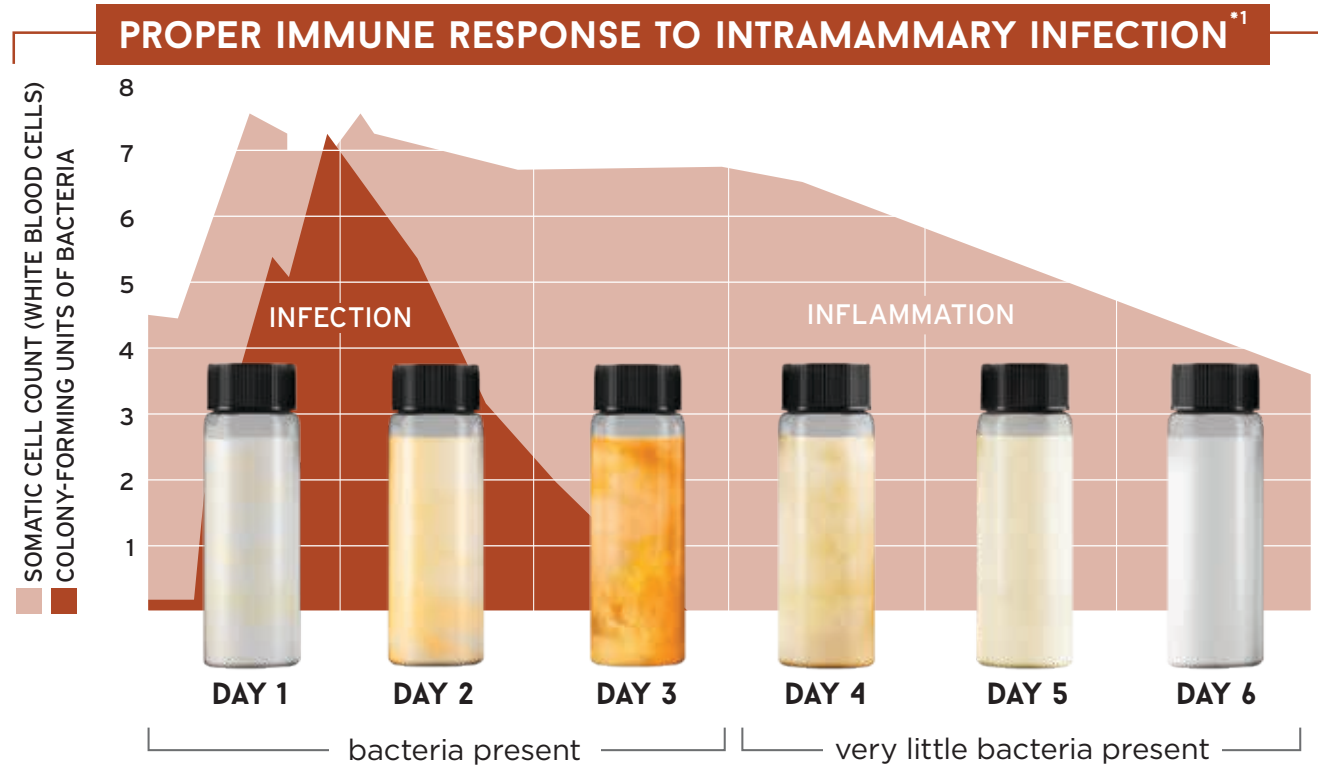
# THE SHORT-DURATION ADVANTAGE

## 1 PROVEN EFFICACY

Overall cure rates of ToDAY® (cephapirin sodium) measure up to the market-leading tube.

## 2 TREAT THE INFECTION, NOT THE INFLAMMATION

Bacteria peak early in mastitis cases. Often, the udder is inflamed long after the infection is cured. So why keep giving the cow antibiotics?



## 3 BETTER FOR YOUR BUDGET

### SHORT-DURATION SAVINGS

Treating all mastitis cases with 2 tubes instead of 5 tubes:

**\$15,063<sup>\*\*3</sup>**

<sup>\*\*</sup>On a 1,000 cow dairy with a 30% mastitis rate and \$17.50/cwt milk.

**\$32,287<sup>\*2</sup>**

### SAVINGS DUE TO CULTURING

Culture-based treatment using 2-tube treatment on Gram-positive mastitis cases only instead of treating all mastitis cases with 5 tubes

\*per 1,000 cows

## 4 LESS DUMPED MILK

A 12-hour, two-tube treatment of ToDAY can reduce the time cows spend in the hospital pen by 35 percent when compared to 5 tubes of Spectramast® LC (ceftiofur hydrochloride) given over 5 days.



**ToDAY 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.

1. Schukken YH, Günther J, Fitzpatrick J, et al. Host-response patterns of intramammary infections in dairy cows. *Vet Immunol Immunopath* 2011;144: (3-4) 270-289.

2. Nydam D, Virkler P, Capel M, et al. Pathogen-based treatment decisions for clinical mastitis, in *Proceedings*. National Mastitis Council Regional Meeting 2015;1-4.

3. Price taken from Valley Vet December 2019

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