29TH ANNUAL CONVENTION
PROCEEDINGS
American Association of Bovine Practitioners

San Diego - A City With A Mission

San Diego, California
September 12-14, 1996
You’ve seen it all.

The road map of your life is etched in the lines around your eyes. It hasn’t always been pretty. Or easy. But through it all, you’ve seen what it takes to do the job right.

Experience is a great educator. You’ve learned to trust those things that work for you. Like the proven power, convenience and spectrum of IVOMEC®. Year-in and year-out. Giving you a confident view of the future.

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HEADS UP THERAPY for BRD

The broad spectrum antibiotic cattle feeders have been waiting for is here: Nuflor® (florfenicol) Injectable Solution. Nuflor is fast-acting, long-lasting, first-line therapy for quick recovery from BRD with minimal repulls, retreatments and chronics. Florfenicol is chemically similar to chloramphenicol without the associated human risks.

Broad Spectrum, Safe Therapy

Nuflor is formulated to reduce the development of bacterial resistance. It provides single-product therapy against three major BRD pathogens: Pasteurella haemolytica, Pasteurella multocida and Haemophilus somnus.

Simple Therapy

The treatment regimen is simple but hard hitting: two doses two days apart. Dosage for Nuflor is 3 ml per cwt, administered intramuscularly in the neck. Because Nuflor is safe for animals and handlers, you can prescribe it with confidence.

Pharmacokinetics

Nuflor rapidly goes to work, reaching therapeutic levels above the MIC₉₀ for P. haemolytica, P. multocida and H. somnus within 60 minutes after the first injection. Peak concentrations are achieved in serum and bronchial secretions in approximately 1.5 – 2.0 hours. The second dose sustains the concentrations for a full 96 hours of therapeutic effect.

Treatment Response

Within 24 hours, you can see marked improvement in the animal’s condition: lower temperature, reduced nasal discharge and coughing, and more normal respiration.*

In nine BRD clinical studies conducted in North America, Nuflor outperformed other approved antimicrobials. Animals treated with Nuflor experienced reduced mortality, improved response to first-time treatment, and a greater overall response to treatment. European studies conducted in young calves (approximately 100 lbs) suffering from BRD showed 90% treatment success rates.*

Nuflor® (FLORFENICOL)

SUCCESS RATES

<table>
<thead>
<tr>
<th></th>
<th>Nuflor</th>
<th>Medicated Controls</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. Animals †</td>
<td>1381</td>
<td>1516</td>
</tr>
<tr>
<td>Mortality</td>
<td>34</td>
<td>97</td>
</tr>
<tr>
<td>(2.5%)</td>
<td>(6.7%)</td>
<td></td>
</tr>
<tr>
<td>1st Treatment</td>
<td>985</td>
<td>961</td>
</tr>
<tr>
<td>Response</td>
<td>(71.3%)</td>
<td>(63.4%)</td>
</tr>
<tr>
<td>Final Response</td>
<td>1238/1381 (89.6%)</td>
<td>1231/1516 (81.2%)</td>
</tr>
</tbody>
</table>

† Sum of nine studies

Nuflor at a Glance

- In a class by itself: designed to reduce the chance of resistance
- Florfenicol: new molecule similar to chloramphenicol without the associated human risks
- Broad spectrum: effective against major BRD pathogens including Pasteurella haemolytica, Pasteurella multocida and Haemophilus somnus
- Reliable, cost-effective therapy
- Long lasting: 2 doses 2 days apart
- No mixing or refrigeration required
- Safe for animals and handlers
- Rapid clinical response: lower temperature, reduced coughing, more normal respiration
- Fast acting: achieves therapeutic blood levels within 60 minutes, peak levels in approximately 1.5 – 2.0 hours

For more information call our Technical Services Department 1-800-932-0473

(*Data on file at Schering-Plough Animal Health.) For Brief Summary see page 75.
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*Studies available upon request.