

If you're looking for the lowest treatment cost, then buy the most expensive bottle.



and three long-lasting, labor-saving days of effective treatment.

Just one 250 mL bottle treats thirty-three 500-pound calves...

giving you the most cost-effective BRD treatment...

and control program per head.

Micotil® is easy on your cattle...

with just one low-dose injection on day one...

that moves quickly to the diseased lung tissue...

for fast-acting, back-to-the-bunk results...

33% lower cost than your alternatives.*

Micotil is to be used by, or on the order of, a licensed veterinarian. Administer subcutaneously to cattle only. Intravenous use in cattle will be fatal. Do not use in female dairy cattle 20 months of age or older. Use in lactating dairy cattle may cause milk residues. See adjoining label for complete use information, including human warnings. Always use proper drug handling procedures to avoid accidental self-injection.

ELANCO

Micotil™

TAKE CONTROL

* Based on 500-pound calf; current market price as compared to the combined average treatment cost of Nulflor®, Baytril®, Excenel® and Naxcel®. Market prices may vary.

Micotil® is a trademark for Elanco's brand of tilmicosin.

The Penicillin Habit

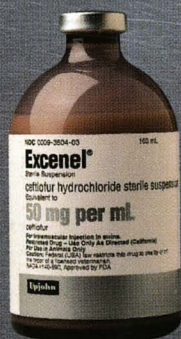
- Grab the bottle from the fridge.
- Guess the dosage.
- Give a shot.
- Segregate treated cows.
- Dump the milk.
- Dump the milk.
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- Dump the milk.
- Dump the milk.
- Worry about contamination.

(Repeat as needed)

The NEW Excenel® Routine

- Grab the bottle off the shelf.
- Inject EXCENEL IM or Sub Q.
- Ship the milk.

New Excenel® Sterile Suspension delivers more benefits than you could ever expect from penicillin—without penicillin's drawbacks. Ready-to-use EXCENEL requires no milk withdrawal and only a two-day meat withdrawal. Just one low-volume intramuscular or subcutaneous injection per day



gives unsurpassed control of target pathogens.

Ask your veterinarian how new EXCENEL can help you replace the waste and worry of penicillin. And remember to visit our web site at www.pnuanimalhealth.com, or call 1-800-394-6292 for more information.

EXCENEL™
Sterile Suspension

A perfect fit for the dairy routine.