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The Bovine PRACTITIONER

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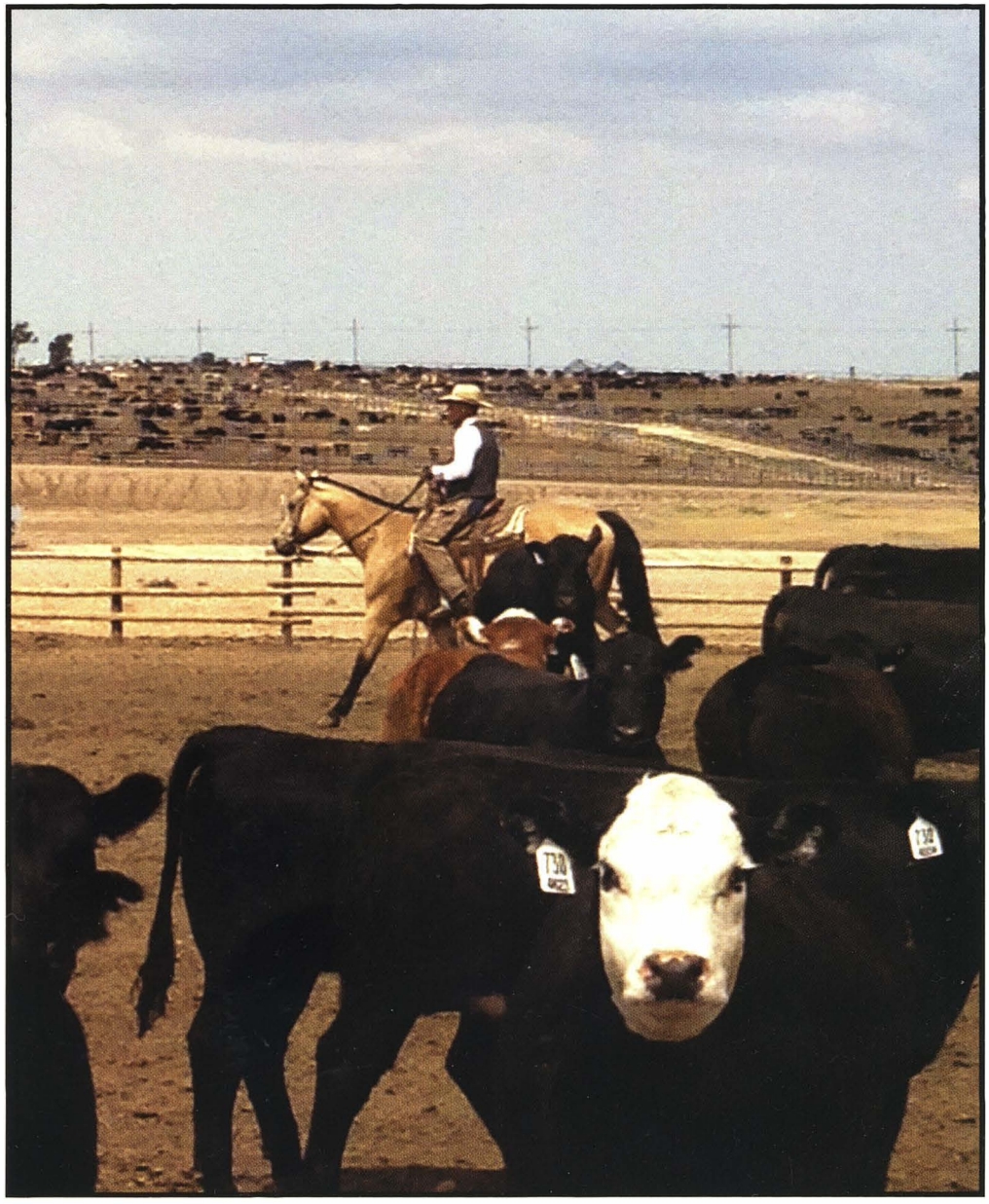

47th ANNUAL CONFERENCE

American Association of Bovine Practitioners
Albuquerque, New Mexico
September 18-20, 2014

"We experience fewer repulls, fewer treatments and less death loss with Zuprevo."

Dr. Mike Elbert Joined the Zuprevolution

Dr. Mike Elbert attends to about 70,000 beef and dairy cattle every year, and bovine respiratory disease is one of the most common health problems. He recommends Zuprevo™ (tildipirosin) antibiotic to protect calves from the disease if they're coming from sale barns or if they're coming from two or three ranches.

"You can rely on Zuprevo to protect new arrivals, especially high stressed cattle. Our clients who use Zuprevo as a control say they have fewer repulls, fewer treatments and less mortality. As a treatment for sick cattle, Zuprevo stands out for long residual control, speed of action and ease of use."

See your Merck Animal Health representative for Zuprevo antibiotic for the control and treatment of BRD.

See who has joined the Zuprevolution at usa.zuprevo.com/vet

Mike Elbert, D.V.M.

Moon Creek Veterinary Clinic
Rock Rapids, Iowa

IMPORTANT SAFETY INFORMATION: DO NOT USE Zuprevo 18% IN SWINE. Not for use in chickens and turkeys. Cattle intended for human consumption must not be slaughtered within 21 days of treatment. Do not use in female dairy cattle 20 months of age or older or in calves to be processed for veal. A withdrawal period has not been established for this product in pre-ruminating calves. The effects on bovine reproductive performance, pregnancy and lactation have not been determined. Swelling and inflammation, which may be severe, may be seen at the injection site after administration. Subcutaneous injection may result in local tissue reactions which persist beyond slaughter withdrawal period. Full product information in front part of book.

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Cover photo courtesy of Dr. Bob Smith, Stillwater, Oklahoma

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Notice to Readers

All statements, opinions and conclusions contained in articles in *The Bovine Practitioner* are those of the author(s), and are not necessarily those of the American Association of Bovine Practitioners (AABP) unless specifically approved by the AABP Board of Directors.

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PRODUCT INFORMATION
NADA 141-334, Approved by FDA.

ZUPREVO™ 18%
(tildipirosin)

Injectable Solution for Cattle

ANTIMICROBIAL DRUG
180 mg of tildipirosin/mL For subcutaneous injection in beef and non-lactating dairy cattle only.

Not for use in female dairy cattle 20 months of age or older or in calves to be processed for veal.

CAUTION: Federal (USA) law restricts this drug to use by or on the order of a licensed veterinarian.

BRIEF SUMMARY: for full prescribing information use package insert.

INDICATIONS: Zuprevo™ 18% is indicated for the treatment of bovine respiratory disease (BRD) associated with *Mannheimia haemolytica, Pasteurella multocida,* and *Histophilus somni* in beef and non-lactating dairy cattle, and for the control of respiratory disease in beef and non-lactating dairy cattle at high risk of developing BRD associated with *M. haemolytica, P. multocida,* and *H. somni.*

WARNINGS: FOR USE IN ANIMALS ONLY. NOT FOR HUMAN USE. KEEP OUT OF REACH OF CHILDREN. TO AVOID ACCIDENTAL INJECTION, DO NOT USE IN AUTOMATICALLY POWERED SYRINGES WHICH HAVE NO ADDITIONAL PROTECTION SYSTEM. IN CASE OF HUMAN INJECTION, SEEK MEDICAL ADVICE IMMEDIATELY AND SHOW THE PACKAGE INSERT OR LABEL TO THE PHYSICIAN.

Avoid direct contact with skin and eyes. If accidental eye exposure occurs, rinse eyes with clean water. If accidental skin exposure occurs, wash the skin immediately with soap and water. Tildipirosin may cause sensitization by skin contact.

For technical assistance or to report a suspected adverse reaction, call: 1-800-219-9286.

For customer service or to request a Material Safety Data Sheet (MSDS), call: 1-800-211-3573. For additional Zuprevo 18% information go to www.zuprevo.com.

For a complete listing of adverse reactions for Zuprevo 18% reported to CVM see: http://www.fda.gov/AnimalVeterinary/SafetyHealth.

DO NOT USE ZUPREVO 18% IN SWINE.
Fatal adverse events have been reported following the use of tildipirosin in swine. NOT FOR USE IN CHICKENS OR TURKEYS.

RESIDUE WARNING: Cattle intended for human consumption must not be slaughtered within 21 days of the last treatment. Do not use in female dairy cattle 20 months of age or older. Use of this drug product in these cattle may cause milk residues. A withdrawal period has not been established in pre-ruminating calves. Do not use in calves to be processed for veal.

PRECAUTIONS: The effects of Zuprevo 18% on bovine reproductive performance, pregnancy and lactation have not been determined. Swelling and inflammation, which may be severe, may be seen at the injection site after administration. Subcutaneous injection may result in local tissue reactions which persist beyond the slaughter withdrawal period. This may result in trim loss of edible tissue at slaughter.

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