

A new guarantee for all Pfizer Animal Health FP viral reproductive vaccines.

The new fetal protection (FP) guarantee backs the leading Bovi-Shield GOLD® HB, Bovi-Shield GOLD FP®, CattleMaster® GOLD FP and PregGuard® GOLD FP product lines.¹ This guarantee is part of Pfizer Animal Health's ongoing commitment to providing beef and dairy producers with the most trusted and highest-performing viral reproductive vaccine products in the industry.



Guaranteed to be BVD PI-free.

Pfizer Animal Health guarantees no calves will be born persistently infected (PI) with bovine virus diarrhea (BVD) provided that all cows and heifers are vaccinated with Bovi-Shield GOLD HB, Bovi-Shield GOLD FP, CattleMaster GOLD FP or PregGuard GOLD FP according to label directions.²

Requirements:

- Calves must be born to BVD PI-negative cows/heifers vaccinated at least 30 days prebreeding with a Pfizer Animal Health FP vaccine according to label.
- If a PI calf is confirmed, testing and diagnosis for both the calf and dam will be at the expense of Pfizer Animal Health.
- Any BVD PI calves must be humanely euthanized at Pfizer Animal Health's expense.
- Calves born via embryo transfer do not qualify unless both the donor and the recipient are vaccinated with Pfizer Animal Health FP vaccines according to label.
- Calves born to dams enrolled in SelectVAC® under the HerdVAC™ designation will have a transferrable 100 percent BVD PI-Free Guarantee.
- Administration of the Pfizer Animal Health 100 percent BVD PI-Free Guarantee will be through Pfizer Animal Health – VMIPS (Veterinary Medical Investigations and Product Support) at 800-366-5288. Proof of purchase required.

Guaranteed to help prevent IBR abortion.

Pfizer Animal Health guarantees against infectious bovine rhinotracheitis (IBR) abortions in herds that are vaccinated with Bovi-Shield GOLD HB, Bovi-Shield GOLD FP, CattleMaster GOLD FP or PregGuard GOLD FP, provided that the vaccine was administered according to label directions.^{1,2}

Requirements:

- Cows/heifers must be vaccinated with a Pfizer Animal Health FP vaccine according to label.
- Potential IBR abortion incidence will be investigated and positive virus diagnosis established.
- If a positive diagnosis is established, the cost of the diagnostics and loss of value of the animal will be covered by Pfizer Animal Health.
- Guarantee against pathogenic IBR abortions only. Vaccination-induced abortion will be handled as an adverse event (AE) and dealt with outside the guarantee according to standard VMIPS protocols.
- Administration of the Pfizer Animal Health IBR Abortion-Free Guarantee will be through Pfizer Animal Health – VMIPS at 800-366-5288. Proof of purchase required.

For more information about the new viral reproductive vaccine FP guarantee, please contact your Pfizer Animal Health representative.



CattleMaster® GOLD™

PregGuard® GOLD

Top-performing products backed by a guarantee.



Bovi-Shield GOLD® HB provides superior protection and unmatched endurance in one convenient and flexible vaccine. It delivers more power to manage reproductive risk by:

- Helping provide comprehensive coverage against the damaging effects of the five major viral pathogens — IBR, parainfluenza₃ (PI₃), bovine respiratory syncytial virus (BRSV) and BVD Types 1 and 2 — in addition to Lepto hardjo-bovis.
- Offering a duration of immunity (DOI) with at least 365 days of coverage for IBR abortion, BVD Types 1 and 2 PI, Lepto hardjo-bovis infection, and Lepto hardjo-bovis urinary shedding and kidney colonization.



Count on the most researched reproductive vaccines in the industry. Bovi-Shield GOLD FP® and PregGuard® GOLD FP have unmatched IBR abortion and BVD PI protection.

- IBR is one of the most common causes of abortions in cattle. The critical exposure period of this disease lasts from conception to birth, which is approximately 284 days. By helping to prevent IBR abortion for at least 365 days, Bovi-Shield GOLD FP and PregGuard GOLD FP help protect cattle during this critical time.
- Preventing PI calves is more important than preventing fetal BVD infections. Bovi-Shield GOLD FP and PregGuard GOLD FP are labeled to prevent BVD PI calves and provide a DOI for at least 365 days.



CattleMaster® GOLD FP enables safe and convenient vaccination of any calf, any cow, anytime. This versatile product:

- Is the first and only killed BVD vaccine line with the power to help deliver protection from BVD PI and IBR abortion.²
- Helps provide strong and demonstrated safe modified-live IBR, PI₃ and BRSV protection.



LABEL INDICATIONS: The Bovi-Shield GOLD line and PregGuard GOLD FP 10 are recommended for vaccination of healthy cows and heifers approximately one month prior to breeding. These products can also be administered to pregnant cattle provided they were vaccinated, according to label directions, with any Bovi-Shield GOLD FP or PregGuard GOLD FP vaccine prior to breeding initially and within the last 12 months thereafter. Failure to follow label directions may result in abortions. The Bovi-Shield GOLD line may be administered to calves nursing pregnant cows, provided their dams were vaccinated within the last 12 months as described above. Consistent with good vaccination practices, heifers should receive at least two vaccine doses, with the second dose administered approximately 30 days prebreeding.

¹ LivestockTrak GfK Kynetec. Q2 2010 MAT.

² This guarantee does not apply to, and Pfizer Animal Health shall not be liable for, any (x) damages caused as a result of the improper handling, misuse or abuse of the vaccines that are the subject of this guarantee, or the willful misconduct or negligence of any third party, or (y) any indirect, punitive, special, incidental or consequential damages. Pfizer Animal Health reserves the right to modify or cancel the terms and conditions of this guarantee.

³ Reproductive protection when administered prior to breeding.