

PROVEN IN STEERS, NOW APPROVED FOR HEIFERS.

Now approved by the U.S. Food and Drug Administration (FDA) for use in feedlot heifers, SYNOVEX CHOICE® can help boost average daily gain (ADG) and feed efficiency in heifers and help increase gain in steers.

12+ YEARS

SYNOVEX CHOICE has a proven track record for maximizing performance and return on investment (ROI) in feedlot steers.

+\$52 PER HEAD* IN HEIFERS AND +\$60 TO \$68 PER HEAD* IN STEERS.



SYNOVEX CHOICE® ENVIRONMENTAL IMPACT ASSESSED.³

- SYNOVEX CHOICE is the first beef-cattle implant approved under the FDA's environmental assessment criteria for evaluating potential environmental risks associated with implants.
- Through research and in-depth environmental modeling, Zoetis examined the potential impact of TBA, EB and their metabolites in watersheds and surface waters and on nontarget environmental species, including fish.
- After reviewing results of the studies by Zoetis, the FDA determined that SYNOVEX CHOICE will have no significant impact on the environment, including waterways, air, plants or aquatic species, when used according to label directions.



MAKE THE MOST OF YOUR IMPLANT INVESTMENT.

SYNOVEX® implants are supported with the Implant Quality (IQ) program, including: goal setting, crew training, implant retention evaluation and implanting sanitation tools.

BOOST PERFORMANCE AND PROFITS WITH SYNOVEX CHOICE IN FEEDLOT STEERS AND HEIFERS

- Simple, flexible and effective
- One implant and one applicator for steers and heifers
- No significant impact on the environment⁵

TO LEARN MORE ABOUT SYNOVEX CHOICE AND OUR COMPREHENSIVE LINE OF SYNOVEX IMPLANTS, CONTACT YOUR ZOETIS REPRESENTATIVE OR VISIT SYNOVEX.COM.

IMPORTANT SAFETY INFORMATION: Do not use SYNOVEX products in veal calves. Refer to label for complete directions for use, precautions, and warnings.

^{*}Based on average daily gain and feed efficiency demonstrated in the Herschler study referenced below and May 30, 2014, CattleFax market and feed prices.

¹Herschler RC, Olmstead AW, Edwards AJ, et al. Production Responses to Variable Doses and Ratios of Estradiol Benzoate and Trenbolone Acetate Implants in Steers and Heifers. *J Anim Sci* 1995;73(10):2873-2881.

²Cleale RM, Amodie D, Bechtol DT, et al. Effects of estradiol benzoate and trenbolone acetate, alone or in combination at dose levels in Synovex Choice, on performance by feedlot heifers. *J Anim Sci* 2013;91(2):970-977.

³U.S. Food and Drug Administration. Finding of No Significant Impact in support of a supplemental NADA 141-043. June 29, 2014.

SYNOVEX® Choice
(trenbolone acetate and estradiol benzoate)



**HELP STEERS
AND HEIFERS
FINISH STRONGER.**

SYNOVEX[®] Choice
(trenbolone acetate and estradiol benzoate)

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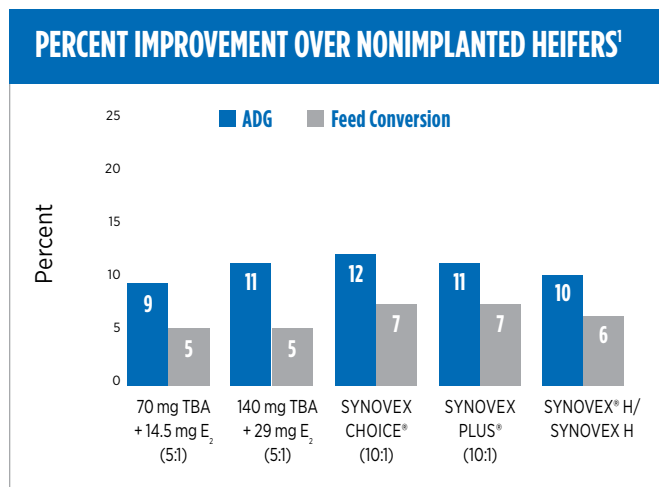
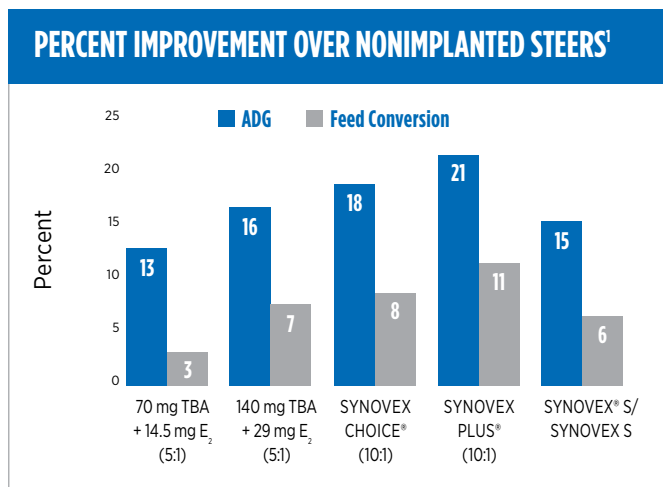


HELPS MAXIMIZE PERFORMANCE IN HEIFERS AND STEERS.

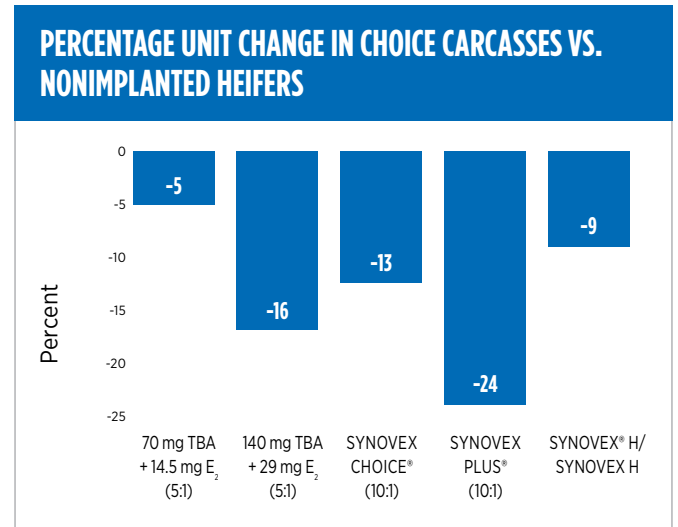
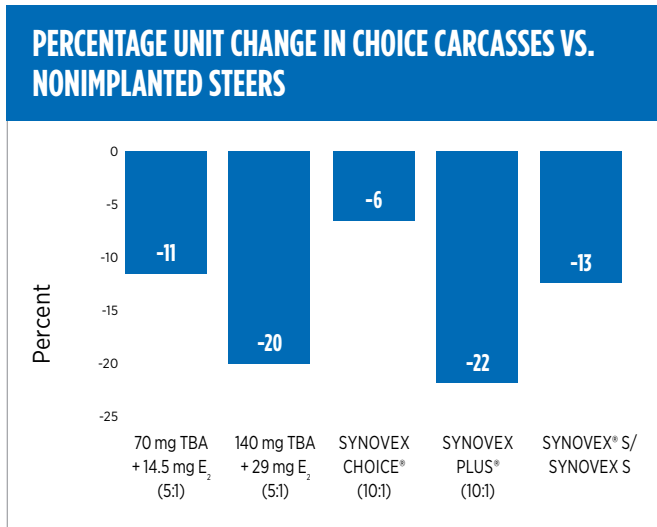
A study¹ evaluated the response of feedlot steers and heifers to implants containing trenbolone acetate (TBA) and estradiol-17B (E2) at different ratios and potencies:

- SYNOVEX CHOICE[®] contains a 10:1 ratio of TBA:E2 for feedlot heifers.
- Compared with steers and heifers receiving 5:1 implants, those that received 10:1 implants demonstrated significantly improved gains ($P \leq 0.016$) and feed conversions ($P \leq 0.015$).

SYNOVEX CHOICE[®] OUTPERFORMED OTHER IMPLANTS.¹



SYNOVEX CHOICE® HAS A MINIMAL IMPACT ON CARCASS QUALITY.¹



IN HEIFERS, SYNOVEX CHOICE OUTPERFORMED IMPLANTS WITH ESTRADIOL BENZOATE (EB) OR TRENBOLONE ACETATE (TBA) ALONE.²

A recent multilocation study² evaluated feedlot performance and carcass characteristics, focusing on beef heifers only.

PERFORMANCE OF TBA VS. EB VS. SYNOVEX CHOICE

	Control	EB (14 mg)	TBA (100 mg)	SYNOVEX CHOICE® (TBA/EB)
ADG (lb./day)	3.35 ^a	3.42	3.51	3.62^b
Feed:gain (lb.)	6.49 ^a	6.37	6.21	6.10^b

^aEB, TBA or TBA/EB greater than control ($P \leq 0.05$).

^bTBA/EB greater than EB or TBA ($P \leq 0.05$).

PERCENT OF CARCASSES GRADING CHOICE AND PRIME USING EB OR TBA ALONE OR IN COMBINATION

Control	EB only	TBA only	SYNOVEX CHOICE® (TBA/EB)
66% ^a	69% ^a	64% ^a	61%^a

^aTreatment differences for the number of carcasses grading \geq Choice versus $<$ Choice were not different ($P > 0.05$).



IT'S SIMPLE: SAME IMPLANT, SAME IMPLANT GUN.

- With SYNOVEX CHOICE®, the same implant can be administered in both steers and heifers.
- The same applicator is used for both steers and heifers, eliminating training on multiple guns.
- SYNOVEX® offers a broad array of implants that can be tailored to cattle breed, sex, weight and age to help maximize gains for optimum profitability.
- All SYNOVEX implants can be administered with the SX10 applicator featuring the exclusive retractable needle for improved accuracy.
- SYNOVEX CHOICE can be stored at room temperature.

