



HELP COWS SUSTAIN PRODUCTION THROUGH ACUTE METRITIS WITH EXCEDE®.

Each case of metritis can cost you up to \$354.¹ EXCEDE® (*ceftiofur crystalline free acid*) Sterile Suspension helps cows recover fast for a smooth transition to high production.

With EXCEDE, you have the advantages of:

ZERO MILK DISCARD

You can keep the milk — and your profits — in the tank.

NO PEN MOVES

Cows remain in the fresh cow pen with their social group, avoiding the stress and potential disease transmission of the hospital pen.

CONVENIENT TWO-DOSE REGIMEN

Even if you don't see immediate improvement in the cow, don't switch antibiotics prematurely. Give both doses and trust that long-lasting EXCEDE is working.

FEWER INJECTIONS

Unlike antibiotics that need daily administration, EXCEDE delivers longer duration therapy with just two injections, 72 hours apart.

BQA FRIENDLY

EXCEDE is administered subcutaneously at the base of the ear to support Beef Quality Assurance.

RESIDUE FREE GUARANTEE™*

When you use EXCEDE according to label directions, Zoetis guarantees you won't have a violative ceftiofur residue in milk or meat.

AVOID THE COSTS OF A PEN MOVE

Some antibiotics require a pen move, which can cause social stress and reduce performance through:

- Reduced dry matter intake
- Less time spent eating
- Reduced milk production
- Greater number of aggressive confrontations
- Reduced lying time

PROVEN EFFICACY

Cows with acute metritis treated with two doses of EXCEDE® experienced a significantly ($P < 0.0001$) greater cure rate than untreated cows.²

To learn more about why EXCEDE is your best choice for treating acute metritis, visit

zoetisUS.com

IMPORTANT SAFETY INFORMATION: People with known hypersensitivity to penicillin or cephalosporins should avoid exposure to EXCEDE. EXCEDE is contraindicated in animals with known allergy to ceftiofur or to the β -lactam group (penicillins and cephalosporins) of antimicrobials. Inadvertent intra-arterial injection is possible and fatal. Do not use in calves to be processed for veal. Pre-slaughter withdrawal time is 13 days following the last dose. See full Prescribing Information, included in this folder.

***Residue Free Guarantee:** If you use a Zoetis-branded ceftiofur product according to label indications, and experience a violative ceftiofur milk or meat residue, Zoetis will compensate you for the beef market value of the animal or purchase the tanker of milk at fair market value. You must purchase the product from a Zoetis-approved supplier, use the product according to label indications, have documentation of the product purchase and treatment records, and have conducted training on appropriate use to ensure proper dose and route of administration of the product. Extra-label use as prescribed by a veterinarian is excluded from the guarantee. If you experience a ceftiofur residue violation after following label indications and the above steps, contact Zoetis Veterinary Medical Information and Product Support (VMIPS) at 800-366-5288 to report the situation.

¹ Metritis: Modified from Overton M, Fetrow J. Economics of Postpartum Uterine Health, in *Proceedings*. Dairy Cattle Repro Council Conv, 2008:39-44.

² Data on file, Study Report No. 1133C-60-06-509, Zoetis Inc.