BVD and IBR can have a big impact on the reproductive performance of your herd. 

**BVD**
- Can lead to embryonic loss, abortion and birth defects
- PI calves can shed the virus and continue to infect the herd

**IBR**
- Can result in infertility problems and abortion

**Why fetal protection is needed:**
- The fetus is without protection for most of the pregnancy, relying on the dam’s immune system
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---

**VACCINATION HELPS PROTECT FETAL HEALTH AND HELPS GUARD AGAINST ABORTION.**

**HELP PROTECT FETAL HEALTH.**

- Do not use in pregnant cattle (abortions can result) unless they were vaccinated, according to label directions, with any BOVI-SHIELD GOLD FP® or PREGGUARD GOLD FP vaccine prebreeding initially and within 12 months thereafter. Do not use in calves nursing pregnant cows unless their dams were vaccinated within the past 12 months as described above.
- To help ensure safety in pregnant cattle, heifers must receive at least 2 doses of any BOVI-SHIELD GOLD FP or PREGGUARD GOLD-FP vaccine with the second dose administered approximately 30 days prebreeding.

**Help protect fetal health.**

The Zoetis 100% BVD PI-Free Guarantee and the IBR Abortion Guarantee will be administered through Zoetis VMIPS (Veterinary Medical Information and Product Support) at 800-366-5288. Proof of purchase is required. Calves born to BVD PI-positive cows or heifers do not qualify for the guarantee. This guarantee does not apply to, and Zoetis 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. Zoetis reserves the right to modify or cancel the terms and conditions of this guarantee.

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**HELP PROTECT FETAL HEALTH.**


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**IBR**
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---

**HELP PROTECT FETAL HEALTH.**

**MLV VACCINES**
- Contains a live virus that helps stimulate immunity without causing disease.
- Creates an immune response without an adjuvant.
- Helps provide a rapid, long-lasting and clinically effective immune response.1-6
- Immune response may not be as complete or as long-lasting as MLV vaccines.
- Most are effective with a single dose.
- Fewer post-vaccination reactions.7

**KILLED/HYBRID VACCINES**
- Contains a killed virus that cannot cause disease.
- Requires an adjuvant to enhance the immune response.
- Usually requires more than one dose.
- Adjuvant may cause post-vaccination reactions.
- Safe when used according to label directions.
- Helps provide protection against infectious bovine rhinotracheitis (IBR) abortion and bovine viral diarrhea (BVD) persistently infected (PI) calves.

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**SELECTING THE RIGHT VACCINE FOR YOUR OPERATION.**

**STEP 1**
Understand the difference between modified-live virus (MLV) and killed vaccines.

**STEP 2**
Decide which type of vaccine works for you.

**STEP 3**
Look for vaccines that are labeled and guaranteed for fetal protection against IBR abortions and BVD PI calves.

**STEP 4**
Not all reproductive vaccines are the same. Select vaccines that offer:
- Protection against IBR abortion and BVD PI calves.
- Longer demonstrated duration of immunity (DOI) to help ensure cattle are protected during critical exposure periods.
- A Fetal Protection (FP) Guarantee, which guarantees that when reproductive vaccines from Zoetis are used according to label directions:
  - No calves will be born persistently infected with BVD
  - Cows are protected against IBR abortions

The following product lines are backed with the FP Guarantee:
- BOVI-SHIELD GOLD FP 5 HB
- BOVI-SHIELD GOLD FP
- CATTLEMASTER GOLD FP
- PREGGUARD GOLD FP

---

**Fetal Protection Claims**

**MV** vaccines

<table>
<thead>
<tr>
<th>BVD Virus Types 1 &amp; 2 Persistently Infected</th>
<th>IBR Abortion</th>
<th>FP Guarantee</th>
</tr>
</thead>
<tbody>
<tr>
<td>BOVI-SHIELD GOLD FP 5 VLS HB</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>PREGGUARD GOLD-FP 10</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Express® FP 15 VLS</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Vista® 5 VLS SQ</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Pyramid® 10</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Titanium® 5 LS HB</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

**KILLED/HYBRID VACCINES**
- CATTLEMASTER GOLD-FP 5 L5***
- Vira Shield® 5 + VLS HB
- Triangle® 10

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*DOI based on fetal infection studies, not PI studies. Actual demonstrated DOI is 216 days.
**CATTLEMASTER GOLD-FP 5 L5 is a hybrid vaccine.
MLV VACCINES
Contains a live virus that helps stimulate immunity without causing disease. Creates an immune response without an adjuvant. Requires an adjuvant to enhance the immune response. Helps provide a rapid, long-lasting and clinically effective immune response.1-6 Immune response may not be as complete or as long-lasting as MLV vaccines. Most are effective with a single dose. Usually requires more than one dose. Fewer post-vaccination reactions.7 Adjuvant may cause post-vaccination reactions.

KILLED/HYBRID VACCINES
Contains a killed virus that cannot cause disease. Creates an immune response without an adjuvant. Requires an adjuvant to enhance the immune response. Helps provide a rapid, long-lasting and clinically effective immune response.1-6 Usually requires more than one dose. Adjuvant may cause post-vaccination reactions. Safe when used according to label directions. Helps provide protection against infectious bovine rhinotracheitis (IBR) abortion and bovine viral diarrhea (BVD) persistently infected (PI) calves.

STEP 1
Understand the difference between modified-live virus (MLV) and killed vaccines.

STEP 2
Decide which type of vaccine works for you.

STEP 3
Look for vaccines that are labeled and guaranteed for fetal protection against IBR abortions and BVD PI calves. Not all reproductive vaccines are the same. Select vaccines that offer:
- Protection against IBR abortion and BVD PI calves.
- Longer demonstrated duration of immunity (DOI) to help ensure cattle are protected during critical exposure periods.
- A Fetal Protection (FP) Guarantee, which guarantees that when reproductive vaccines from Zoetis are used according to label directions:
  - No calves will be born persistently infected with BVD.
  - Cows are protected against IBR abortions.

The following product lines are backed with the FP Guarantee:
- BOVI-SHIELD GOLD FP® 5 HB
- BOVI-SHIELD GOLD FP®
- CATTLEMASTER GOLD FP
- PREGGUARD GOLD FP®

STEP 4
SELECTING THE RIGHT VACCINE FOR YOUR OPERATION.
Understand the difference between modified-live virus (MLV) and killed vaccines.

*DOI based on fetal infection studies, not PI studies. Actual demonstrated DOI is 206 days.
**CATTLEMASTER GOLD FP® 5 L5 is a hybrid vaccine.
**STEP 1**
Understand the difference between modified-live virus (MLV) and killed vaccines.

<table>
<thead>
<tr>
<th>MLV VACCINES</th>
<th>KILLED/HYBRID VACCINES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contains a live virus that helps stimulate immunity without causing disease.</td>
<td>Contains a killed virus that cannot cause disease.</td>
</tr>
<tr>
<td>Creates an immune response without an adjuvant.</td>
<td>Requires an adjuvant to enhance the immune response.</td>
</tr>
<tr>
<td>Helps provide a rapid, long-lasting and clinically effective immune response.</td>
<td>Immune response may not be as complete or as long-lasting as MLV vaccines.</td>
</tr>
<tr>
<td>Most are effective with a single dose.</td>
<td>Usually requires more than one dose.</td>
</tr>
<tr>
<td>Fewer post-vaccination reactions.</td>
<td>Adjuvant may cause post-vaccination reactions.</td>
</tr>
<tr>
<td>Safe when used according to label directions.</td>
<td>Do not provide protection against IBR abortion and BVD PI calves.</td>
</tr>
<tr>
<td>Helps provide protection against infectious bovine rhinotracheitis (IBR) abortion and bovine viral diarrhea (BVD) persistently infected (PI) calves.</td>
<td></td>
</tr>
</tbody>
</table>

**STEP 2**
Decide which type of vaccine works for you.

**VACCINATION DECISION TREE**

**IF KNOWN VACCINATION HISTORY**

<table>
<thead>
<tr>
<th>CATTLEMASTER GOLD FP</th>
<th>PREGGUARD GOLD FP</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANNUAL VACCINATION</td>
<td>ANNUAL VACCINATION</td>
</tr>
</tbody>
</table>

**IF UNKNOWN VACCINATION HISTORY**

<table>
<thead>
<tr>
<th>BOVI-SHIELD GOLD FP</th>
<th>PREGGUARD GOLD FP</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANNUAL VACCINATION</td>
<td>ANNUAL VACCINATION</td>
</tr>
</tbody>
</table>

**STEP 3**
Look for vaccines that are labeled and guaranteed for fetal protection against IBR abortions and BVD PI calves.

Not all reproductive vaccines are the same. Select vaccines that offer:
- Protection against IBR abortion and BVD PI calves.
- Longer demonstrated duration of immunity (DOI) to help ensure cattle are protected during critical exposure periods.
- A Fetal Protection (FP) Guarantee, which guarantees that when reproductive vaccines from Zoetis are used according to label directions:
  - No calves will be born persistently infected with BVD
  - Cows are protected against IBR abortions

The following product lines are backed with the FP Guarantee:
- BOVI-SHIELD GOLD FP® 5 SB
- BOVI-SHIELD GOLD FP®
- CATTLEMASTER GOLD FP®
- PREGGUARD GOLD FP®

**STEP 4**
Selecting the right vaccine for your operation.

<table>
<thead>
<tr>
<th>MLV VACCINES</th>
<th>BVD Virus Types 1 &amp; 2 Persistently Infected</th>
<th>IBR Abortion</th>
<th>Fetal Protection</th>
</tr>
</thead>
<tbody>
<tr>
<td>BOVI-SHIELD GOLD FP 5 VLS HB</td>
<td>✓</td>
<td>✔</td>
<td>✓</td>
</tr>
<tr>
<td>PREGGUARD GOLD FP 10</td>
<td>✓</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Express® 10 VLS</td>
<td>✓</td>
<td>✓</td>
<td>✔</td>
</tr>
<tr>
<td>Vista® 5 VLS SQ</td>
<td>✓</td>
<td>✓</td>
<td>✔</td>
</tr>
<tr>
<td>Pyramidal® 10</td>
<td>✓</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Titanium® 5 LS HB</td>
<td>✓</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>KILLED/HYBRID VACCINES</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CATTLEMASTER GOLD FP 5 LS/HB</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vista Shield® 4 + VLS HB</td>
<td>✓</td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>Triangle® 10</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

DOI based on fetal action studies, not PI studies. Actual demonstrated DOI is 166 days.
**CATTLEMASTER GOLD FP® 5 LS/HB is a hybrid vaccine."
VACCINATION HELPS PROTECT FETAL HEALTH AND HELPS GUARD AGAINST ABORTION.

Why fetal protection is needed:

- The fetus is without protection for most of the pregnancy, relying on the dam’s immune system
- Disease prevention is crucial throughout gestation, especially since the fetus does not develop an immune system until the third trimester
- Vaccination programs can help improve colostral quality, to help calves fight off early infection

BVD and IBR can have a big impact on the reproductive performance of your herd.

- Can lead to embryonic loss, abortion and birth defects.
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- Can result in infertility problems and abortion.

BVD

IBR

HELP PROTECT FETAL HEALTH.

The Zoetis 100% BVD PI-Free Guarantee and the IBR Abortion Guarantee will be administered through Zoetis VMI’s (Veterinary Medical Information and Product Support) at 800-366-5288. Proof of purchase is required. Calves born to BVD PI-positive cows or heifers do not qualify for the guarantee. This guarantee does not apply to, and Zoetis 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. Zoetis reserves the right to modify or cancel the terms and conditions of this guarantee.

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