



PROTECTION FOR A LIFETIME

Keeping calves healthy will lead to a lifetime of better performance.



Treatments per 50 mL DRAXXIN
(180 lbs per calf)

DRAXXIN makes a difference.

Exciting developments in antibiotic therapy have demonstrated greater success in treating calfhood pneumonia and reducing its impact. The potential lifetime value a healthy calf can return to a dairy is the most compelling reason yet to consider using DRAXXIN® (*tulathromycin*) Injectable Solution.

DRAXXIN was the first anti-infective on the market labeled to control and treat all four bacteriological pathogens associated with calfhood pneumonia.

CAUSES OF PNEUMONIA IN DAIRY CALVES

	<i>Mannheimia haemolytica</i>	<i>Pasteurella multocida</i>	<i>Histophilus somni</i>	<i>Mycoplasma bovis</i>
DRAXXIN LABEL	✓	✓	✓	✓

DRAXXIN is convenient and flexible:

Treats all four DRAXXIN has a broad-spectrum label claim for the control and treatment of the major causes of dairy calfhood pneumonia.

One shot Convenient full course of therapy in a single dose.

Effective Superior efficacy to treat pneumonia when compared with Baytril®, Nuflor® and Micotil® in field studies.³

Low dose 1.1 mL volume per 100 pounds.

Convenient sizes Available in 50 mL, 100 mL, 250 mL and 500 mL vials.

Important Safety Information: Do not use in female dairy cattle 20 months of age or older. Do not use in calves to be processed for veal. A pre-slaughter withdrawal time has not been determined for pre-ruminating calves. Effects on reproductive performance, pregnancy and lactation have not been determined. DRAXXIN has a pre-slaughter withdrawal time of 18 days.

CONVENIENT AND EFFECTIVE.

DRAXXIN reduces the incidence and severity of disease resulting in several economic opportunities³

- ✓ Improved gain of post-weaned dairy calves
- ✓ Earlier breeding and freshening
- ✓ Lower total raising costs

Pneumonia leaves a mark that lasts a lifetime.

Pneumonia is among the leading causes of dairy calf mortality, accounting for 22 percent of all pre-weaning calf losses.¹ It's also the leading cause of mortality in post-weaning heifers. For those that do survive, their lifetime performance is diminished from damaged lungs and a compromised respiratory system.

Pneumonia is a disease that reduces dairy operation profits. Heifers treated for the disease during their first three months of life do not reach their potential.

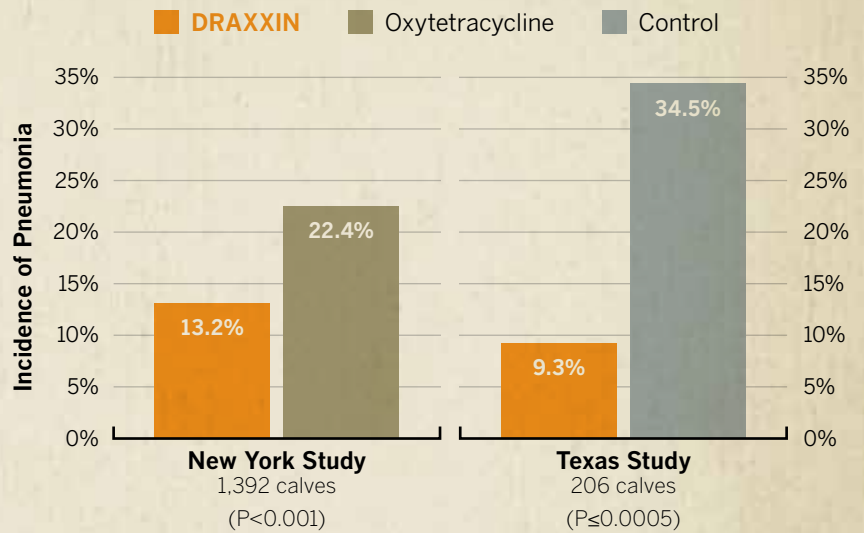
- Greater calthood mortality – 2.4 times more likely to die from 3 to 30 months of age²
- Reduction in growth – up to 22 pounds less gain during first six months of life²
- High treatment costs
- Increased labor demands
- Diminished reproductive performance
- Reduced lifetime milk production



DRAXXIN® goes to work.

Recent field studies demonstrate the outstanding effectiveness of DRAXXIN in dairy calves.

DRAXXIN RESULTS IN LESS RESPIRATORY DISEASE^{3,4}



Better health. Better gain.

Experts say that average daily gain (ADG) is probably the best method possible to monitor progress toward some of the basic heifer-raising performance goals.⁶ Heifers that are healthier have higher ADG and will perform at a higher rate throughout life.

In all three studies, researchers tracked ADG, demonstrating the further value of DRAXXIN.

	New York Study ³ 1,181 calves	Texas Study ⁴ 206 calves	New Mexico Study ⁵ 205 calves	
Tulathromycin	243.3 (exit weight)	2.08 (ADG)	1.73 (ADG)	
Comparator	232.5 (exit weight)	1.70 (ADG)	1.56 (ADG)	
Length of trial	60 days	28 days	28 days	43 days
Lbs advantage to DRAXXIN	10.8 lbs	10.7 lbs	4.8 lbs	7.3 lbs
	(P<0.05)	(P<0.0001)	(P<0.03)	

Faster gain creates opportunities for earlier freshening.

Improving ADG through healthier, more aggressively growing calves fed proper nutrition pays off in a number of ways. Not only will these herd replacements be at less risk of disease, but they also can be bred to freshen at an earlier age in life. Research shows long-term financial benefits to calving heifers at 22 to 24 months of age.

DISCOUNTED INCOME OVER FEED COSTS IS HIGHER FOR EARLIER AGE AT FIRST CALVING⁷



The single-dose convenience you want. The effectiveness you need. Learn more at www.draxxin.com

¹ Dairy 2007 Part II: Changes in the U.S. Dairy Cattle Industry, 1991-2007. National Animal Health Monitoring Service, United States Department of Agriculture. Available at: <http://nahms.aphis.usda.gov/dairy/index.htm>. Accessed May 12, 2010.

² VanDerFels-Klerx HJ, Martin SW, Nielen M, Huirne RBM. Effects on productivity and risk factors of bovine respiratory disease in dairy heifers; a review for the Netherlands. *Netherlands Journal of Agricultural Science* 2002; 27-45.

³ Stanton AL, Kelton DF, Leblanc SJ, Millman, ST, Wormuth J, Dingwell RT, Leslie KE. The effect of treatment with long-acting antibiotic at post-weaning movement on respiratory disease and on growth in commercial dairy calves. *J Dairy Sci* 2010;93(2):574-581.

⁴ Data on file. 09PETDRA05. Zoetis Inc.

⁵ Data on file. 08PETDRA01. Zoetis Inc.

⁶ Goodell GM. A practitioner approach to consulting and monitoring a dairy heifer replacement operation. In *Proceedings*. American Association of Bovine Practitioners. 2009;42.

⁷ Lormore M. Earlier first calving makes money. *Northeast Dairy Business* 2005;49-60.

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DAIRY WELLNESS MAKES A DIFFERENCE™

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