



EXCEDE® (*ceftiofur crystalline free acid*) STERILE SUSPENSION

No pen moves.
 Cost-effective.
 Fewer doses.
 Residue free – Guaranteed*.

1 EXCEDE REQUIRES NO PEN MOVES WHICH LOWERS SOCIAL STRESS.

- » Each pen move forces a cow to re-establish herself socially in a new group.
- » Production declines due to re-socialization can come from many factors including reduced feed intake and laying time.
- » By avoiding movement to the hospital pen, cows exposure to other sick animals is reduced.
- » Cows can still be monitored daily in her pen while requiring fewer shots per treatment.

2 COST EFFECTIVE METRITIS PER TREATMENT

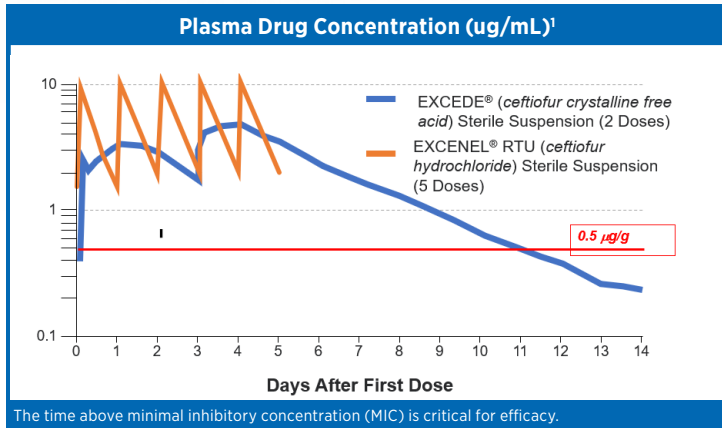
- » A 2-dose treatment regimen of EXCEDE costs less than competitive products.
- » Excede's long-duration means less doses needed for full treatment, reducing labor and animal handling costs.

Drug	Estimated Retail Price	Dose (mL/cwt)	Dose Vol (mL)	Dose (mg/lb)	Frequency	Cost/Tx (Drug Cost Only)	PT Milk W/D (days)	Total Cost to treat (Adj for waste milk)
EXCEDE (100 mL)	\$191.41	1.5	22.5	3.0	2	\$86.13	0	\$86.13
EXCEDE (250 mL)	\$464.84	1.5	22.5	3.0	2	\$83.67	0	\$83.67
Cefenil® RTU (100 mL)	\$58.05	2.0	30.0	1.0	5	\$87.08	0	\$87.08
Cefenil RTU (250 mL)	\$141.00	2.0	30.0	1.0	5	\$84.60	0	\$84.60

Model assumes cow body weight 1,500 lbs, milk price of \$15 per hundredweight, daily milk production of 60 lbs, and waste milk value equal to 25% of the price of saleable milk.

3 EXCEDE® IS FDA-APPROVED TWO-DOSE REGIMEN FOR METRITIS TREATMENT

- Fewer doses makes compliance easy and means fewer injection sites.
- Base of Ear EXCEDE injections create less tissue irritation and can be easily taught via training videos or support available from Zoetis in English and Spanish.
- Animal Medicinal Drug Use Clarification Act (AMDUCA) compliant antibiotic for the treatment of metritis.



Zero milk withhold and the Residue Free Guarantee* mean zero financial risk of antibiotic residue if used according to label directions.

To learn more about why EXCEDE is a more economical choice for treating acute metritis, visit

zoetisUS.com

***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 VMIPS (Veterinary Medical Information and Product Support) at 800-366-5288 to report the situation.

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.

Reference:

¹ Data on file, Study Report No. 1531N-60-06-514, Zoetis.

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