

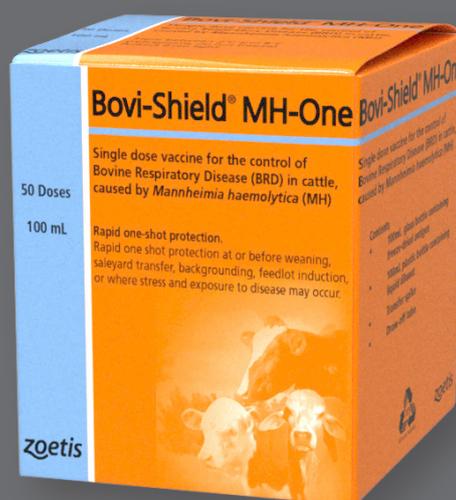
YOU ONLY NEED ONE

Bovi-Shield
MH-ONE

**FOR RAPID ONE SHOT
PROTECTION FROM
BRD CAUSED BY**
*Mannheimia
haemolytica*



THE ONLY ONE-SHOT VACCINE



FOR THE RAPID CONTROL OF **BOVINE RESPIRATORY DISEASE** CAUSED BY *Mannheimia haemolytica*

CATTLE GET COLDS



Like people, cattle get colds and if one cow gets infected, it doesn't take long to spread through the mob.

Australian surveillance shows that *Mannheimia haemolytica* (MH) is one of the most common bacterial components of the BRD Complex.

Abattoir data indicates that sub-clinical BRD is common. The consequences are depression and loss of appetite, causing a reduction in carcass weight and reduced meat quality in young cattle¹.

Cattle have evolved to hide their symptoms to avoid being singled out by predators. If you see cattle with symptoms of 'a cold' then it's likely that there are many more that are challenged or infected.

Bovi-Shield MH-ONE is the only MH vaccine that provides registered on-farm protection from one injection and it works fast; providing protection within 7 days that lasts at least 17 weeks ensuring your cattle are ready to receive the most effective disease control program prior to, or at feedlot induction.²

WHEN ARE CATTLE MOST SUSCEPTIBLE TO CATCHING COLDS?

- Weaning
- High density contact such as trucking or sale yards
- Feedlot entry

WHY BOVI-SHIELD MH-ONE?



The only true one-shot MH vaccine



Protection at time of challenge on farm or at feedlot entry



Unique single dose adjuvant technology



Protects for at least 17 weeks²



Highly potent: mix fresh on farm for maximum potency



Saves handling cattle twice and the added cost of a second dose



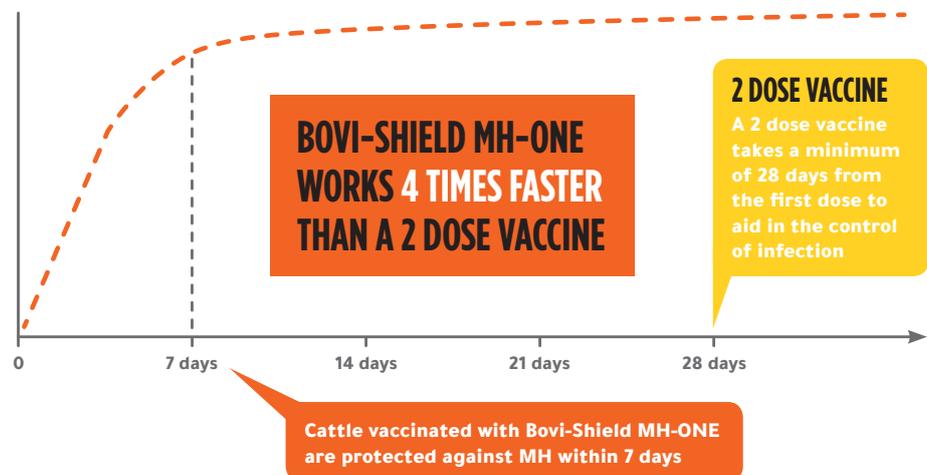
Rapid onset: immunity within 7 days so the benefit is seen on farm



Independently proven: effective against Australian strains of MH³

DON'T THINK TWICE

- Rapid cover is critical in environments where young, newly weaned, susceptible and unsocialised cattle are involved.
- Bovi-Shield MH-ONE provides fast protection; maximising opportunities for increased weight gain and better meat quality.
- Compare Bovi-Shield MH-ONE with typical 2-Shot programs.



Schematic representation of immune response with a single dose vaccine

LABEL INDICATION	BOVI-SHIELD® MH-ONE	BOVILIS® MH	BOVILIS® MH + IBR
Label Claim	For the active immunisation of cattle to reduce lesions and control respiratory disease caused by <i>Mannheimia haemolytica</i>	An aid in the control of respiratory disease caused by <i>Mannheimia haemolytica</i>	An aid in the control of Bovine Respiratory Disease (BRD) caused by <i>Mannheimia haemolytica</i> and Infectious Bovine Rhinotracheitis Virus (Bovine Herpes Virus Type 1)
Dosage	2 mL	2 mL	2 mL
Delivery	Reconstitute with adjuvant subcutaneous or intramuscularly	Ready to use Subcutaneous	Ready to use Subcutaneous
Vaccine Interval	Single shot	2 x 3-4 weeks apart	According to label 2 x 14-180 days apart
Storage	2-8 degrees celsius	2-8 degrees celsius	2-8 degrees celsius
Onset of Immunity	7 days after a single dose	No label information provided on onset of immunity	The aid in control of infection starts 14 days after the second dose
Duration of Immunity	At least 17 weeks	No label information provided on duration of immunity	No label information provided on duration of immunity



“ BRD is always a challenge as far as animal health goes. It probably accounts for 70% of pulls and 50% of mortalities. A one-shot vaccination process at induction gives us assurance that we’re covered.”

DON MADDEN, SMITHFIELD CATTLE CO.



“ About a fortnight before feedlot entry we encourage the use of Bovi-Shield one shot to reduce the incidence of BRD. The ones that do that and declare it on their NVD - we pay them a premium.”

TERRY NOLAN, NOLAN MEATS



“ We look to source cattle from producers that pre-vaccinate. The advantages we see are: cattle start better, our sick pull is reduced and our junk rate - cattle that won’t perform or are chronically ill, is almost non-existent.”

CRAIG FOREST, SAXBY FEEDLOT



“ You want animals going forward the whole time. As soon as an animal starts to go back it’s costing everyone money. In a perfect world all producers would be adopting a one-shot program before the weaners are taken off mum.”

MARK TORRENS, NEUSA VALE

FOR RAPID ON-FARM PROTECTION AGAINST BRD CAUSED BY MH, SEE YOUR LOCAL RURAL RESELLER OR VET



For more information visit:

www.YouOnlyNeedOne.com.au

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References: 1. Griffin D., Animal Health Research Reviews 2014;15(2): 138-141. 2. Bovi-Shield MH One Product Label 3. Confer AW et al., Comparative study of bovine Mannheimia Haemolytica isolates from Australian and US cattle, Oklahoma State University 2011.