

**SYNOVEX[®]
IMPLANTS.
PERFORMANCE
THAT PROFITS
THE PRODUCER.**



SYNOVEX[®]

zoetis

GREATER GAINS ON PASTURE.



SYNOVEX.[®] OPPORTUNITY AT EVERY STAGE.



The performance benefits of SYNOVEX[®] implants add profits at every stage of production — suckling calf, stocker and feedyard.

MOST COW/CALF PRODUCERS CAN PROFIT FROM SYNOVEX.

Less than 2% of the nation's calf crop is needed to meet demand for hormone-free, organic or natural programs in the United States.¹ That means 98% of calves are candidates for the extra \$30/head that SYNOVEX can deliver in added weight gain.*

SYNOVEX C substantially increases the value of calves without adversely affecting heifer reproduction or lifetime performance.

*\$30/head estimate based on assumed \$1.60/lb. sales price and 19 extra pounds gained as demonstrated in SYNOVEX C Suckling Calf Database Report, FDP249A.

TWO WAYS FOR STOCKER CATTLE TO GAIN FROM SYNOVEX.

On stocker/backgrounder operations, average daily gain and feed efficiency have tremendous impact on profitability. That's why implanting growing cattle is one of the most profitable management tools available. SYNOVEX S for steers and SYNOVEX H for heifers can increase stocker weight gains 10% or more compared with nonimplanted controls.²

SYNOVEX® C. A GROWTH IMPLANT DESIGNED FOR THE SUCKLING CALF.



HOW MUCH IS 19 EXTRA POUNDS PER CALF WORTH TO YOU?

SYNOVEX® C is a growth-promoting implant ideal for steers and heifers more than 45 days of age and up to 400 pounds body weight.

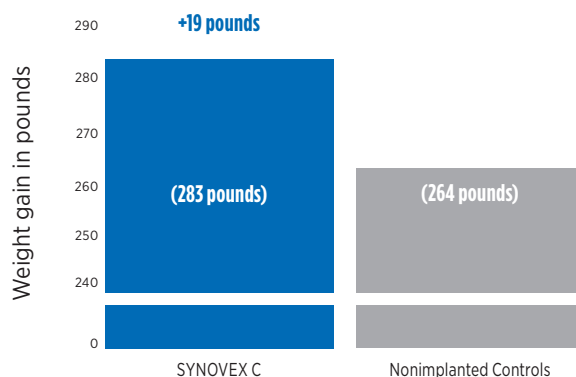
- Suckling calves implanted with SYNOVEX C gained an average of 19 extra pounds compared with nonimplanted calves.³
- At \$1.60/lb. for calves, that's an extra \$30 per head at sale time and a 30-1 return on your investment.
- It's like selling one extra calf for every 25 head implanted.

YES, YOU CAN IMPLANT REPLACEMENT HEIFERS.

SYNOVEX C is safe when used in replacement heifers over 45 days of age and under 400 pounds. Always limit them to one dose. They can gain an extra 20 pounds of weight without affecting reproduction.³

- If you don't know which heifers will be saved as replacements, implant all of them so you don't forfeit gain on those you sell.
- If you do know which heifers will be replacements, don't implant the replacement heifers because you won't profit from pounds you don't sell.

SUCKLING PHASE GAIN OF CALVES IMPLANTED WITH SYNOVEX C.³



Forty-two comparisons comprising 7,865 calves from 16 states and Canada.



Available in 100-dose (10 cartridges) packaging.

EFFECT OF SUCKLING CALF IMPLANTS ON LIFETIME WEIGHT GAIN.³

	Implanted	Nonimplanted
Weaning weight, lb.	434	406
Average gain, lb./head/day		
Implanted growing period	2.47	2.47
Implanted finishing period	2.98	3.00
Final weight, lb.	1,078	1,054

Both implanted and nonimplanted suckling calves received the same implants during the subsequent growing and finishing phases.

ADDITIONAL GAINS WON'T DISAPPEAR OR AFFECT FUTURE PERFORMANCE.⁴

Gains received during the suckling phase will not adversely affect future performance in the feedlot. Average daily gains in the growing and finishing phases for cattle implanted as suckling calves were similar to cattle that didn't receive implants as suckling calves.⁵ The weight gain achieved by using SYNOVEX® C during the suckling phase carries over through succeeding stages of development.⁴

PART OF A VALUE-ADDED CALF PROGRAM.

SYNOVEX C pays for itself, and a lot more. The extra profit can add value to your calves by helping cover the cost of vaccination, parasite control and other preconditioning expenses that improve animal health. In 2012, calves that were preconditioned with a documented health program and weaned for at least 45 days received \$12.06 per cwt more on sale day compared with similar calves without any documented preconditioned programs.⁵

TIPS FOR SUCCESSFUL IMPLANTING.

- To reduce the risk of lost implants and performance due to infection and abscess, observe the ear to be implanted. If dry and clean, implant. If it is wet or soiled, clean it with a brush soaked in disinfectant before implanting, to reduce the risk of abscessed or infected implants.
- Use proper animal and head restraint.
- Tag ears prior to implanting or tag the ear that's not being implanted.
- Replace dull or damaged needles.
- Don't sacrifice good technique for speed.



SYNOVEX® H. FOR HEIFERS MORE THAN 400 POUNDS.

SYNOVEX® H promotes growth in grazing heifers.

- 200 mg testosterone propionate and 20 mg estradiol benzoate per dose
- In 17 trials, animals gained an average of 21 more pounds on pasture⁶
- At \$1.50/lb., that's a 30-1 return⁶



Available in 100-dose (10 cartridges) packaging.

SYNOVEX S. FOR STEERS MORE THAN 400 POUNDS.

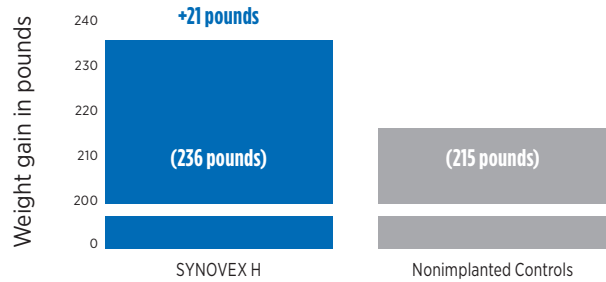
SYNOVEX S promotes growth in grazing steers.

- 200 mg progesterone and 20 mg estradiol benzoate per dose
- Steers that received SYNOVEX S gained an average of 25 more pounds than nonimplanted steers in 41 trials⁶
- At \$1.50/lb. for calves, that's a 37-1 return⁶



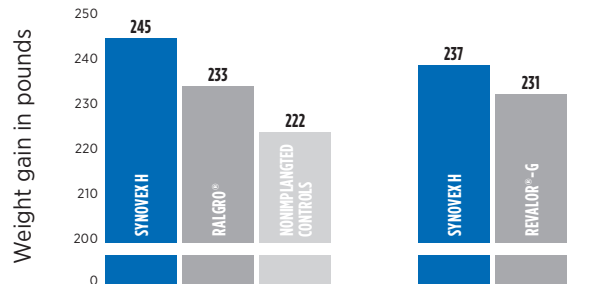
Available in 100-dose (10 cartridges) packaging.

GAIN OF GRAZING HEIFERS IMPLANTED WITH SYNOVEX H.⁶



Seventeen studies comprising 2,555 head, averaging 142 days on pasture.

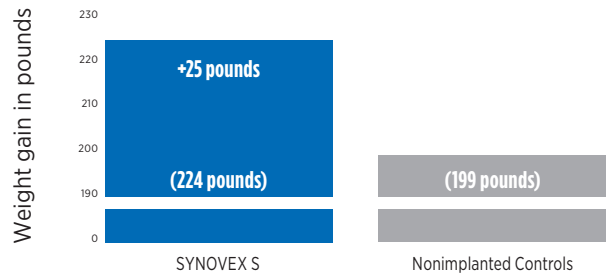
COMPARATIVE GAIN OF IMPLANTED GRAZING HEIFERS.⁶



Fifteen studies comprising 2,369 head, averaging 145 days on pasture.

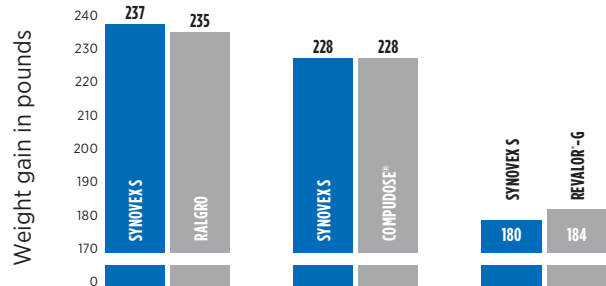
Five studies comprising 3,115 head, averaging 132 days on pasture.

GAIN OF GRAZING STEERS IMPLANTED WITH SYNOVEX S.⁶



Forty-one studies comprising 6,860 head, averaging 132 days on pasture.

COMPARATIVE GAIN OF IMPLANTED GRAZING STEERS.⁶



Forty-three studies comprising 6,846 head, averaging 140 days on pasture.

Ten studies comprising 2,183 head, averaging 136 days on pasture.

Seven studies comprising 2,677 head, averaging 112 days on pasture.

SYNOVEX® IMPLANTS. FROM ZOETIS, THE LEADER IN CATTLE HEALTH AND PERFORMANCE.



At Zoetis, our passion for animal health, combined with our commitment to research, helps protect livestock productivity and profits. SYNOVEX® implants take their place in the Zoetis product line next to BOVI-SHIELD GOLD® vaccines, DECTOMAX® dewormers and several anti-infectives for the control and treatment of bovine respiratory disease. SelectVAC®, the beef industry's premier value-added calf program, helps cow/calf operators raise healthier, in-demand reputation calves.

OPTIMIZE YOUR IMPLANT PROGRAM.

Contact us to help select the right implant to meet your production goals of performance, carcass merit and return on investment. Ask about the Implant Quality (IQ) Program, which establishes quality assurance goals, optimizes your program and procedures, and provides training and tools.

For more information, call Zoetis Customer Service at 888-ZOETIS1 (888-963-8471).

IMPORTANT SAFETY INFORMATION FOR DECTOMAX:

DECTOMAX Injectable has a 35-day pre-slaughter withdrawal period. DECTOMAX Pour-On has a 45-day pre-slaughter withdrawal period. Do not use in female dairy cattle 20 months of age or older. Do not use in calves to be processed for veal. DECTOMAX has been developed specifically for cattle and swine. Use in dogs may result in fatalities.

IMPORTANT SAFETY INFORMATION FOR SYNOVEX: Do not use SYNOVEX products in veal calves. Refer to label for complete directions for use, precautions, and warnings.

¹ Agricultural Marketing Resource Center. Organic Beef. Available at: http://www.agmrc.org/commodities__products/livestock/beef/organic_beef.cfm. Accessed November 22, 2013.

² Kuhl GL. Stocker cattle responses to implants. In: Impact of implants on performance and carcass value of beef cattle. Stillwater (OK), Oklahoma State University; 1997; P-957:51.

³ Data on file, SYNOVEX C Suckling Calf Database Report, FDP249A, Zoetis Inc.

⁴ Mader TL. Carryover and lifetime effects of growth-promoting implants, in *Proceedings*. Oklahoma State University Implant Symposium. Okla. Ag. Exp. Sta. 1997;88-94.

⁵ King ME. Superior Livestock Video Auction final reports to Zoetis, 1995 through 2012.

⁶ Data on file, I59-trial summary evaluating SYNOVEX use in more than 24,000 head of grazing cattle, Zoetis Inc.

THE RIGHT TOOLS FOR THE JOB.

SYNOVEX implant guns allow you to implant cattle easily and effectively. All SYNOVEX implants can be delivered through either implant gun.



SYNOVEX REVOLVER

The SYNOVEX Revolver is reliable and easy to use. All-metal construction stands up to tough use and extreme conditions. Comes with a "calf adapter" that shortens the needle for suckling calves. Perfect for most cow/calf and stocker operations.



SX10 implant gun

The SX10 gun is the choice for consistent, accurate and quality implanting, time after time. Its exclusive retractable needle always deposits implants in an even row and helps prevent crushed or bunched implants. Minimal training required.

SYNOVEX®