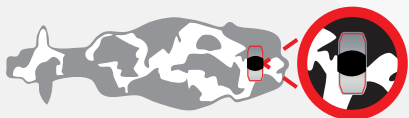


APPLICATION PROCESS

KEEP BREEDING INDICATORS WARM



SITE OF APPLICATION



BRUSH HAIR THOROUGHLY



CLEAN THE HAIR



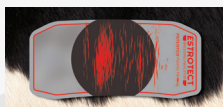
BREEDING INDICATOR APPLICATION



CHECK FOR RESULTS

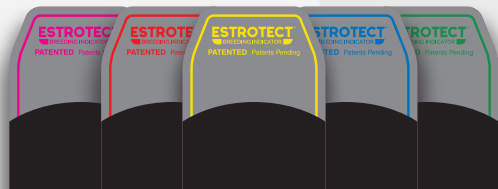


BREED



DON'T BREED

Available in 5 colors



UNDERSTANDING RESULTS

Now with NEW Breeding Bullseye technology, ESTROTECT Breeding Indicators are easier than ever to read and understand.

When cows experience mounting activity, the ESTROTECT silver and black surface ink is rubbed off by the friction of mounting activity to reveal the indicator color of your choice – Red/Orange, Green, Blue, Yellow or Fuchsia.

When applied correctly, the silver and black surface ink will gradually reveal the indicator color as mounting activity occurs, indicating standing heat. Once the Breeding Bullseye or the equivalent surface area is rubbed off, this indicates the animal is in standing heat and the breeding protocol should be initiated.

The indicator color should appear very shiny and polished. In high stress environments with high animal populations and/or hot weather, the indicator color may be less prevalent as cows may be less inclined to mount.

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ESTROTECT™
BREEDING INDICATOR



**BREEDING SUCCESS WITH NEW
BREEDING BULLSEYE™ TECHNOLOGY**

BETTER WITH THE BREEDING BULLSEYE™

ESTROTECT™ Breeding Indicators are now better than ever with patent pending Breeding Bullseye technology. ESTROTECT Breeding Indicators are ultra-effective at identifying cows that are in heat while providing pinpoint timing for breeding protocols.

The ESTROTECT Breeding Indicator is more than just a heat detector. The Breeding Bullseye now indicates when a cow is in heat and tells you with precision exactly when the animal should be bred to achieve optimal pregnancy results. Simply, when the Breeding Bullseye – or the equivalent amount – is rubbed off, it's time to breed!

Like never before, producers and reproduction specialists can use ESTROTECT Breeding Indicators in a variety of breeding management applications to improve the quality and efficiency of their reproduction programs, leading to more calves on the ground!

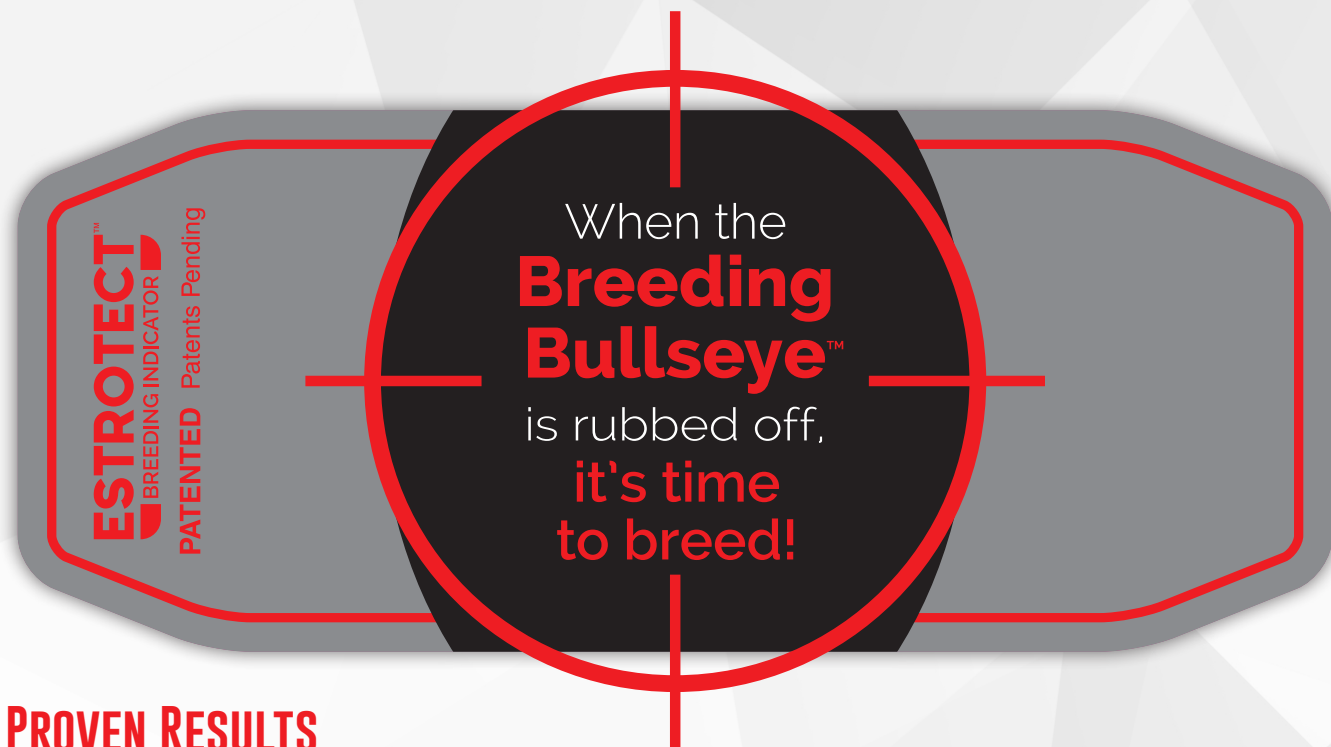
Those applications include:

ARTIFICIAL INSEMINATION

- Pre-breeding/mating
- Identifying optimal timing to execute insemination during timed AI protocols
- Determining standing heat for standard AI breeding

SYNCHRONIZATION PROTOCOLS

- Quality control indicator for breeding specialists
- Pinpoint timing for executing breeding



PROVEN RESULTS

Cycling Status ^b	Type of Semen	ED Patch Scoring ^c	(0 = unchanged, 1 = 50% color change, 2 = > 50% color change, 3 = missing.)			
			0	1	2	3
Acyclic	Conventional	PREGNANCY PER AI	18.4 (18/98)	21.1 (12/57)	56.7 (56/99)	61.9 (13/21)
Cyclic	Conventional		44.2 (57/129)	48.3 (43/89)	66.9 (239/357)	59.8 (55/92)
Cyclic	Sex-selected		29.3 (34/116)	25.8 (24/93)	56.7 (207/365)	56.6 (51/90)
Overall [% (n)%]			31.8 ^a (109/343)	33.1 ^a (79/239)	61.1 ^b (502/821)	58.6 ^b (119/203)

M.G. Colazo et al.; Livestock Research Section, Alberta Agriculture and Forestry

ESTROTECT Breeding Indicators are the only product of their kind proven by leading researchers. We developed and tested the new ESTROTECT Breeding Indicator on thousands of cows around the world. According to a 2018 third-party, timed-AI beef cattle trial, when the new ESTROTECT Breeding Bullseye is rubbed off by mounting activity, cows are up to **THREE TIMES** more likely to result in confirmed pregnancies than if estrus is not detected prior to insemination.

"The use of ESTROTECT patches in a timed AI protocol are an efficacious approach to improving reproductive efficiency and determining which heifers could be inseminated with sex-selected semen." – M.G. Colazo et al.

^{a,b} Within a row and category, percentage without a common superscript differ (P < 0.01).

^a Crossbred cyclic heifers (n = 1331) received a progesterone releasing device containing 1.38 g of progesterone (CIDR) on Day 0, CIDR removal and 500 mg of cloprostenol (PGF) on Day 5, and 100 mg of Fertiline (GnRH) along with timed-AI (TAI) on Day 8 (approximately 72 h after CIDR removal). Acyclic heifers (n = 275) received same treatments as cyclic heifers with the addition of GnRH on Day 0.

^b Cyclic status (presence of luteal tissue) was determined by transrectal ultrasonography at the initiation of synchronization.

^c At CIDR removal (Day 5), heifers received ED patches (Estroject) that were scored from 0 to 3, based on color change between initial application and TAI (Day 8);