



IT'S MORE THAN HEAT DETECTION. IT'S CONFIDENCE IN CONCEPTION.

GET MORE PREGNANCIES TO STICK

ESTROTECT™ Breeding Indicators go beyond traditional heat detection by measuring estrus intensity from mounting activity, so you can breed at the right time, with the right genetics, for the best results.

The precision design features Breeding Bullseye™ technology to help you pinpoint peak fertility.

Simply, when 50% or more of the calibrated rub-away ink is removed – it's time to breed.

CALIBRATED RUB-AWAY INK

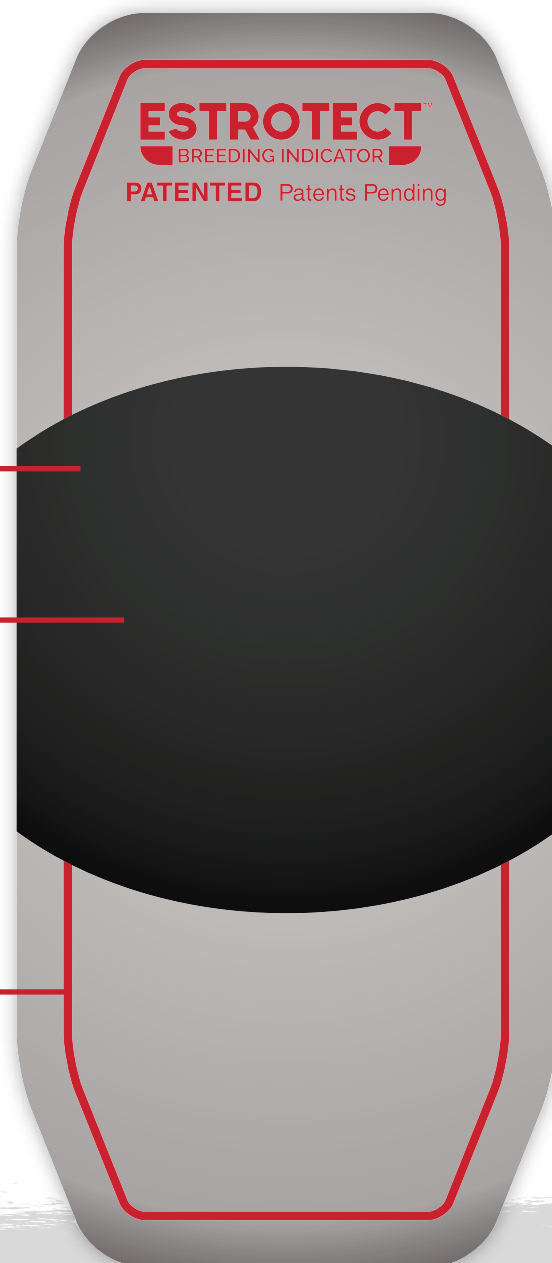
Rubs away as mounting activity occurs, gradually revealing how likely your cow or heifer is to get pregnant. The more ink that's rubbed away, the more likely she is to get pregnant.

HIGH-STRENGTH ADHESIVE

Allows for easy application and reliable adhesion even in extreme weather conditions.

COLOR CODES

Available in red, green, blue, yellow and fuchsia. Using different colors is helpful when applying to many cattle, identifying breeding groups or other management practices specific to your operation.



BACKED BY RESEARCH. PROVEN IN THE FIELD.

ESTROTECT™ Breeding Indicators are the only patented, university-tested, third-party-validated rub-off breeding indicators in the world. Research has proven ESTROTECT™ can be used for the following advanced breeding management applications to improve quality and efficiency of your breeding program.

- ✓ Estrus Intensity
- ✓ Heat Detection
- ✓ Confirming Pregnancies
- ✓ Determining cycling in cows and heifers prior to breeding
- ✓ Natural Service
- ✓ Artificial Insemination
 - Identifying optimal timing to execute insemination during timed AI
 - Determining standing heat for standard AI breeding
- ✓ Synchronization Protocols
 - Quality control indicator for breeding specialists
 - Pinpoint timing for executing breeding

HOW ESTROTECT™ BREEDING INDICATORS WORK

ESTROTECT™ Breeding Indicators feature Breeding Bullseye™ technology, which translates estrus intensity into a clear, visual signal. The calibrated rub-away ink is precision designed to wear off as mounting activity increases.

HIGH ESTRUS INTENSITY

ESTROTECT™
BREEDING INDICATOR

PATENTED Patents Pending

Higher pregnancy likelihood.

Breed with higher-value semen, sexed semen or embryo transfer.

>50% RUBBED OFF

LOWER ESTRUS INTENSITY

ESTROTECT™
BREEDING INDICATOR

PATENTED Patents Pending

Lower pregnancy likelihood.

Breed with lower-value genetics or wait to breed until the cow is expressing high levels of estrus intensity.

<50% RUBBED OFF

NO ESTRUS INTENSITY

ESTROTECT™
BREEDING INDICATOR

PATENTED Patents Pending

Pregnancy unlikely.

Don't breed. Wait until the patch indicates mounting activity in the moderate-to-high estrus intensity range.

NO ACTIVITY