



# OUTCOMES NO OTHER CAN MATCH

The best breeding results demand the best breeding decisions. That's why ESTROTECT™ delivers trusted performance backed by Breeding Bullseye™ technology. Designed to go beyond heat detection, ESTROTECT™ Breeding Indicators help measure estrus intensity through mounting activity. So you can breed with confidence at the right time, every time.

Pinpoint optimal timing  
for breeding protocols

Confirm pregnancies

Identify potential  
embryonic loss earlier

	ESTROTECT™ BREEDING INDICATORS	OTHER PATCHES	TAIL CHALK/ PAINT	TECHNOLOGY/ ACTIVITY MONITORS
HEAT DETECTION	✓	✓	✓	✓
ESTRUS INTENSITY	✓			
CYCLING MONITORING	✓			✓
PREGNANCY INDICATION	✓			
EMBRYONIC LOSS IDENTIFICATION	✓			
RESEARCH-PROVEN TO HELP INCREASE PREGNANCY RATES	✓			

ESTROTECT™ Breeding Indicators are the only estrus intensity identification tool proven by performance and powered by research.

**86% accurate**  
in detecting  
non-cycling heifers\*

**Up to 30% higher  
pregnancy rates**  
when 50%+ of patch is rubbed off\*

**2 decades**  
in the global marketplace

**Millions of units**  
sold and used worldwide,  
in all climates

**5 colors**  
available to help you organize  
your breeding groups

\*Research on file

# Benefits of ESTROTECT™ Breeding Indicators

Having the best adhesive in the business isn't an easy task, countless research studies support the patented adhesive technology that other patches in the market cannot match. The adhesive technology works in all environments and conditions and is most likely to stay on if applied correctly following the four steps on the package.

**"Have tried other brands by mixing them in with ESTROTECT during AI season. NOTHING compares to ESTROTECT! The other either fell off or you couldn't tell a change when they clearly were getting rode."** - MEGAN H

**"They are much easier to read than when we sprayed their back and hips with spray paint!"**

- RAQUEL R

In addition to being inaccurate and imprecise, tail chalk and paint are sometimes quick to wear off or falsely rubbed off by environmental factors. We recommend not using tail chalk or paint for heat detection. Semen and your time are far too costly to take a chance breeding cows or heifers that are potentially not exhibiting signs of estrus.

Raising livestock is already expensive. Throw in monthly fees, spotty tech, and poor customer service, and it's even harder to justify. With a significantly higher cost, but less reproductive-focused data, activity monitors and other technology solutions may not be able to help increase pregnancies in your herd.

**"The Bullseye has taken the heat detection up a notch, so we are even more confident when to breed. ESTROTECT also has some of the best support people in the business."**

- MICHAEL W



Visit [www.ESTROTECT.com](http://www.ESTROTECT.com) and follow us on Facebook and Instagram!



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