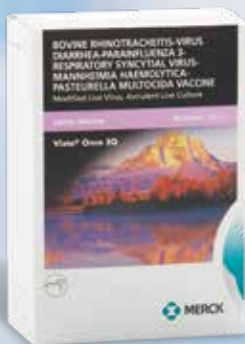


# Vista<sup>®</sup> once provides peace of mind. What is your vaccine providing?

Bovine respiratory disease (BRD) is estimated to cost the U.S. cattle industry more than \$1 billion a year.<sup>1</sup> Doing what you can to protect your cattle from falling victim to this disease complex is important for your cattle's lifelong productivity and your profitability.



Vaccination helps strengthen your cattle's immune system so they are prepared to face the challenges that lie ahead. Kevin Hill, D.V.M., with Merck Animal Health, believes this vital management step helps to maximize protection, limit disease, and keep cattle productive.

*“When it comes to choosing the right vaccine, duration of immunity is a strong measure of initial immune response and long-lasting protection. You need protection that lasts.”*

- Kevin Hill, D.V.M., Merck Animal Health

Long-lasting vaccines result in long-lasting peace of mind. Take a look at your current vaccine's label and see how the protection it is providing stacks up against Vista<sup>®</sup> Once.

| RESPIRATORY PROTECTION DOI | VISTA ONCE<br>Merck Animal Health | YOUR CURRENT VACCINE:                            |  |  |
|----------------------------|-----------------------------------|--|--|--|
|                            |                                   | BOVI-SHIELD GOLD ONE SHOT <sup>®</sup><br>Zoetis | PYRAMID <sup>®</sup> 5 + PRESPONSE <sup>®</sup> SQ<br>Boehringer Ingelheim | TITANIUM <sup>®</sup> 5 + PH-M<br>Elanco |
| IBR                        | 365 Days                          | <input type="checkbox"/>                         | <input type="checkbox"/>   | <input type="checkbox"/>                 |
| BVD TYPE 1                 | 365 Days                          | <input type="checkbox"/>                         | <input type="checkbox"/>   | <input type="checkbox"/>                 |
| BVD TYPE 2                 | 365 Days                          | <input type="checkbox"/>                         | <input type="checkbox"/>   | <input type="checkbox"/>                 |
| MANNHEIMIA HAEMOLYTICA     | 16 Weeks                          | <input type="checkbox"/>                         | <input type="checkbox"/>   | <input type="checkbox"/>                 |
| PASTEURELLA MULTOCIDA      | 16 Weeks                          | <input type="checkbox"/>                         | <input type="checkbox"/>   | <input type="checkbox"/>                 |



Want the answers now? Text CHEATSHEET to 48109 and see how we stack up to the competition.

<sup>1</sup> Fulton, R.W. 2009. Bovine respiratory disease research [1983-2009]. Cambridge University Press 2009 Animal Health Research Reviews 10[2]; 131-139.

By texting in you agree to receive text messages from Merck Animal Health where you will receive offers and reminders. Up to six messages per month. You can opt-out any time by replying STOP to 48109. Text message and data rates may apply.

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