

BREEDING SUCCESS WITH NEW BREEDING BULLSEYE™ TECHNOLOGY

Breed with Precision

The newly redesigned ESTROTECT™ Breeding Indicator features patent pending Breeding Bullseye™ technology that indicates when cows are ready to breed, helps confirm pregnancies and provides pinpoint timing for AI protocols!

The precision-designed Breeding Bullseye™ takes the guesswork out of your breeding program. Simply, when the Breeding Bullseye™ – or the equivalent amount – is rubbed off, it's time to breed!

Understand Results with Pinpoint Accuracy

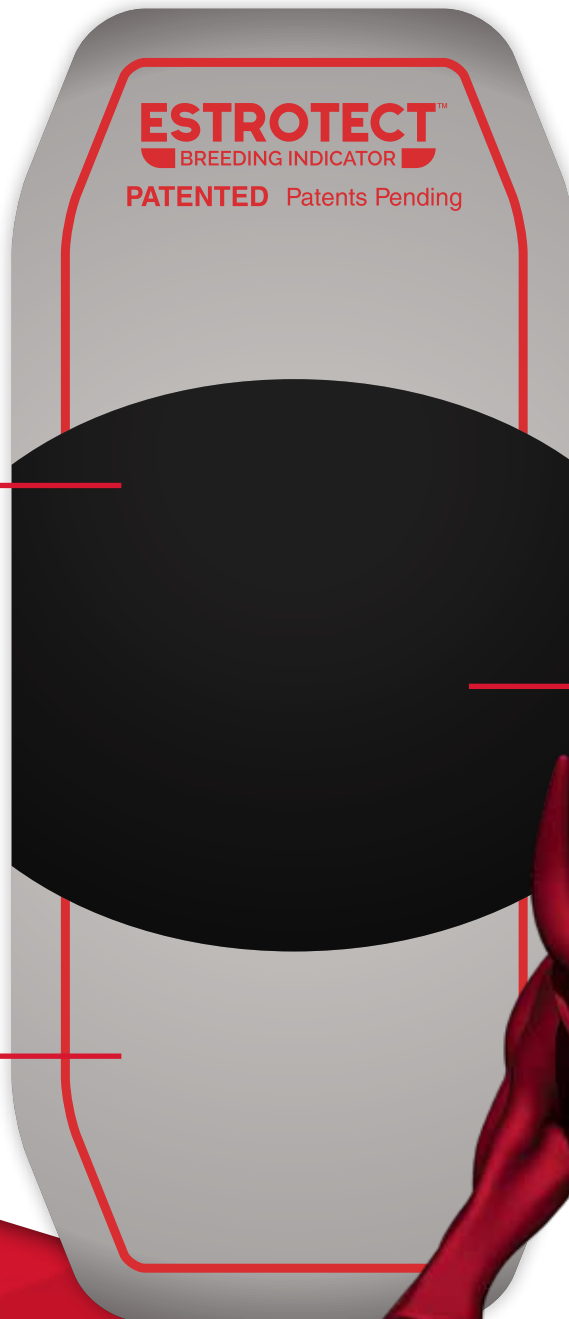
The ESTROTECT™ Breeding Indicator's silver and black ink rubs off as mounting activity occurs – a sign of cows entering estrus – indicating when an animal is ready to breed.

Increase Confirmed Pregnancy Rates

When activated, the precision-designed Breeding Bullseye™ indicates when cows are in optimal estrus to be bred. Third-party research has shown that when the Breeding Bullseye™ – or the equivalent amount – is rubbed off, confirmed pregnancy rates can increase by up to three times!

Easy to Apply

Industry-leading self-adhesive allows for easy application and reliable adhesion even in intense conditions.



**AS GOOD
AS A BULL™**

Reading ESTROTECT™ Breeding Indicators

Like never before, producers and reproduction specialists can use ESTROTECT™ in a number of advanced breeding management applications to improve the quality and efficiency of their reproduction programs. ESTROTECT™ Breeding Indicators have been proven in university studies around the world.

Those Applications include:

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

How to score your Estrotect™ Breeding Indicators:



Below, see real-life examples of Breeding Bullseye™ results:



For more information and to learn about the unique, industry-leading ESTROTECT™ Guarantee, visit www.ESTROTECT.com and follow us on Facebook!