

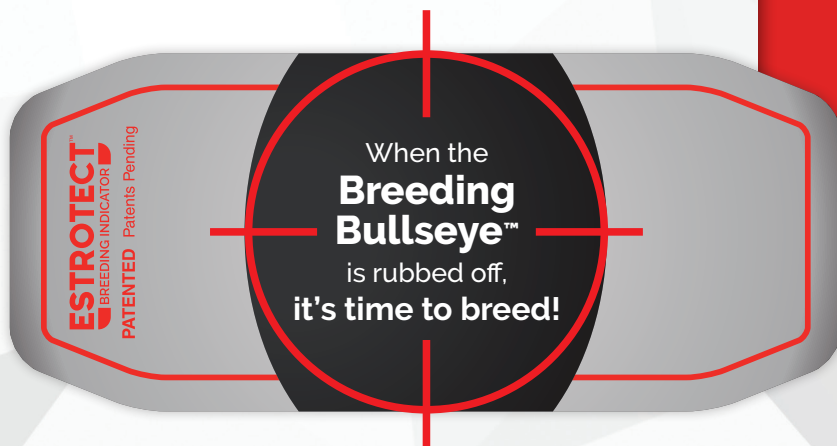
# Do you know if your cows or heifers are cycling?

**ESTROTECT™**  
BREEDING INDICATOR

Cow and heifer estrus cycles happen every 17-24 days. However, heifers might still be non-cycling females if they have not reached sexual maturity.

You can determine whether replacement heifers are ready to breed by applying an ESTROTECT™ Breeding Indicator one month in advance of insemination to monitor which animals are cycling. A study by the University of Arkansas (U.S.) determined ESTROTECT™ Breeding Indicators were 86% accurate in identifying non-cycling heifers prior to breeding.<sup>1</sup>

Knowing when heifers have cycled is an important step for breeding to ensure labor and semen are not wasted on animals that aren't ready to breed.



ESTROTECT™ Breeding Indicators were

**86%**  
**ACCURATE**

when identifying non-cycling heifers.

<sup>1</sup> Davis, Rorie, Powell, Lester, & Lindsey. Serial use of Estrotec™ estrous detection patches as a reproductive management tool. University of Arkansas.

# Timing Natural Service

The ESTROTECT™ Breeding Indicator isn't just for AI herds. If you're using natural service, you can apply patches to determine when your herd is cycling and schedule bull turnout accordingly.



## LOW FERTILITY

Wait to breed or use inexpensive semen.



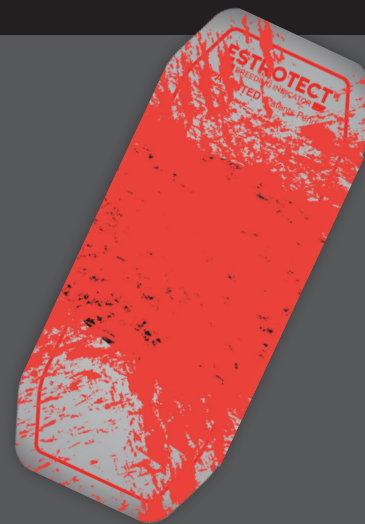
<50%  
ink rubbed  
off



>50%  
ink rubbed  
off

## HIGH FERTILITY

Breed and use high-value semen, sexed semen or embryo transfer with more success.



**AS GOOD AS A BULL™**

**ESTROTECT.com**



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