



BREEDING DECISIONS MADE BETTER WITH BREEDING BULLSEYE™ TECHNOLOGY

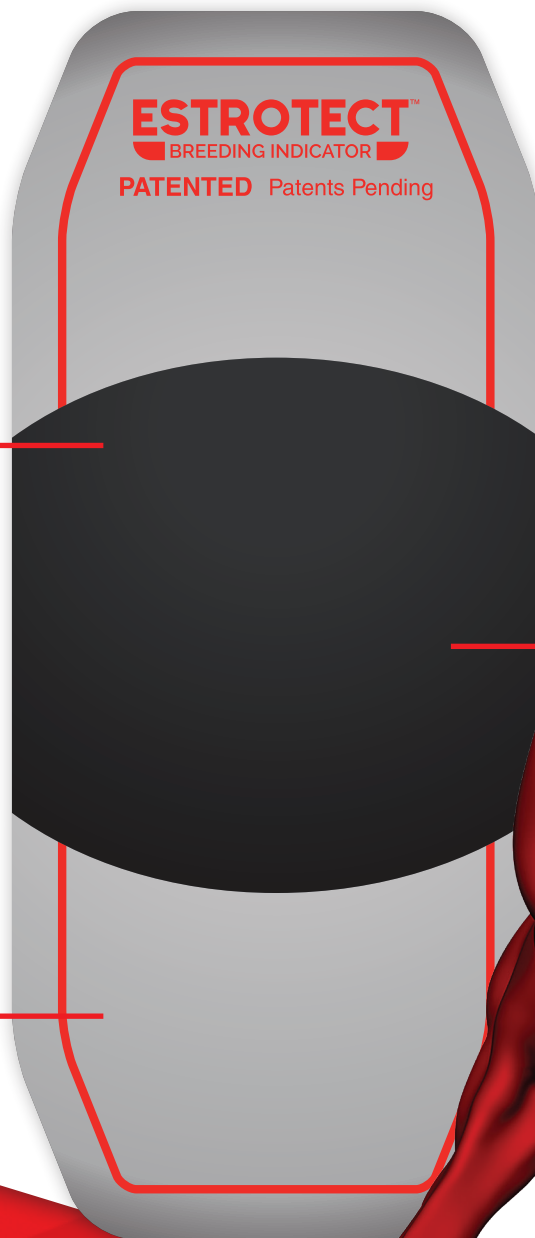
Breed with Precision

The redesigned ESTROTECT™ Breeding Indicator features patent-pending Breeding Bullseye™ technology that demonstrates estrus intensity, 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. Extensive 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 patch 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 numerous university studies around the world.

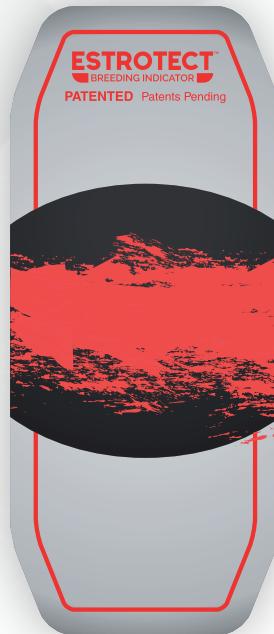
Those applications include:

- 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 to determine cyclicity or pregnancy after breeding
- Synchronization protocols
 - Quality control indicator for breeding specialists
 - Pinpoint timing for executing breeding

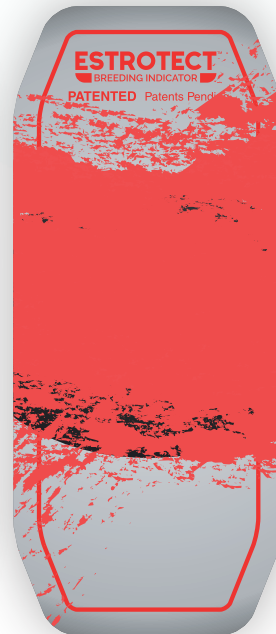
EstroTECT™ Breeding Indicators inform breeding decisions:

Wait to breed or use inexpensive semen

*Less than 50% -
Low fertility*



*50% or more -
High fertility*



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

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

LOW FERTILITY



HIGH FERTILITY



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