

broadhead.

Distributor Social Content

ESTROTECT™ Breeding Indicators // *July 2025*

b.

Facebook & Instagram Posts

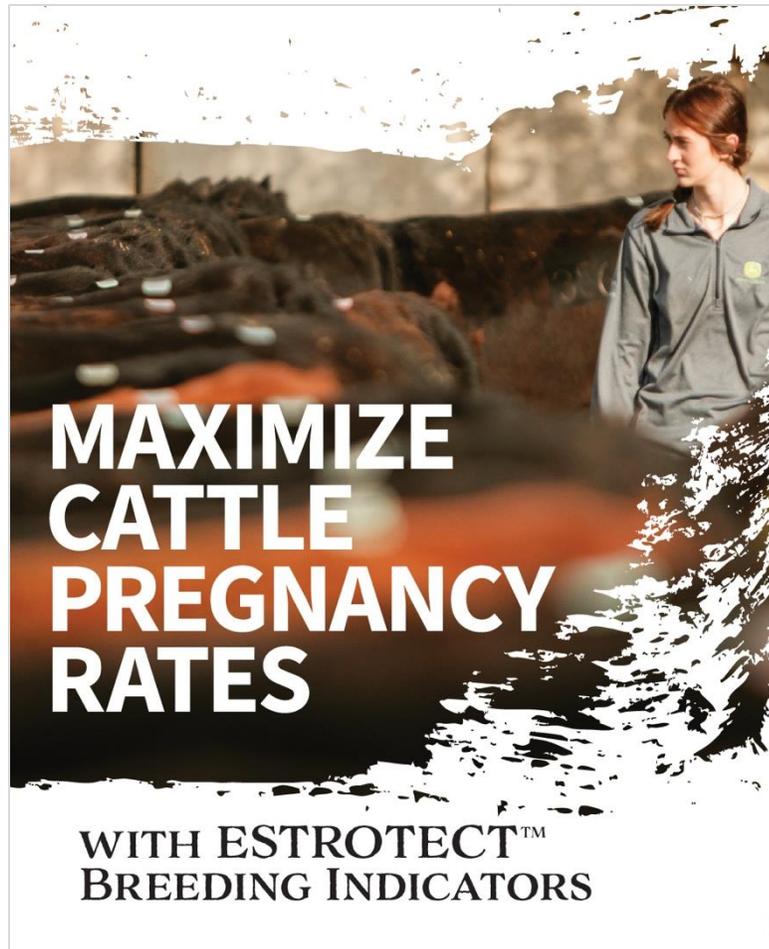
1. *Maximizing Pregnancy Rates*
2. *Estrus Intensity – Time is Money*
3. *Producer Testimonial*
4. *What Does the Color Change Mean?*
5. *Estrus Intensity – Research Proof*



MAXIMIZING PREGNANCY RATES

CONTENT PILLAR: Brand Affinity // GOAL: Consideration

Timeline Post



| | Facebook | Instagram |
|--------------------|--|---|
| Asset Type: | Static graphic | |
| Post Copy: | <ul style="list-style-type: none">✓ Nutrition✓ Herd management✓ Breeding strategy <p>All are key to a successful cattle breeding program – but don't overlook the power of precise estrus detection.</p> <p>ESTROTECT™ Breeding Indicators are a vital part of the full breeding package – along with ideal body condition scores (BCS) – helping to maximize cattle pregnancies and boost overall efficiency by making informed, timely breeding decisions.</p> <p>Add ESTROTECT™ to your breeding toolbox: https://bit.ly/42oYFcq</p> | <p>Breeding season success isn't just luck – it's strategy.</p> <p>Nutrition, management and breeding decisions all play a role, but accurate estrus detection and ideal body condition scores (BCS) can make or break your results.</p> <p>That's where ESTROTECT™ Breeding Indicators come – helping you breed at the right time, reduce open rates and, ultimately, maximize pregnancies in your herd.</p> |

ESTRUS INTENSITY – TIME IS MONEY

CONTENT PILLAR: Thought Leadership // GOAL: Consideration

Timeline Post



| | Facebook | Instagram |
|--------------------|---|--|
| Asset Type: | Static Graphic | |
| Post Copy: | <p>Every day a cow stays open is money out the door. From feed and labor to delayed calving, the cost of missed estrus cycles adds up fast.</p> <p>ESTROTECT™ Breeding Indicators detect estrus intensity with accuracy, keeping breeding programs efficient and profitable.</p> <p>Make every cycle count: https://bit.ly/4lddgim</p> | <p>You wouldn't skip a paycheck, so why skip an estrus cycle?</p> <p>Each missed estrus causes:</p> <ul style="list-style-type: none">Higher input costsLonger calving intervalsLower weaning weights <p>Visit the @ in bio to learn how to get your cow bred on time with ESTROTECT™ Breeding Indicators.</p> |

PRODUCER TESTIMONIAL

CONTENT PILLAR: Brand Affinity // GOAL: Consideration
Timeline Post

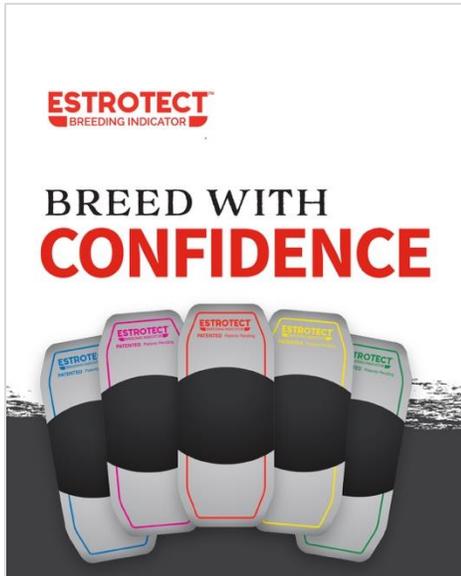


| | Facebook | Instagram |
|--------------------|---|---|
| Asset Type: | Static Graphic | |
| Post Copy: | <p>Clarity is 🔑 when it comes to cattle breeding decisions. ESTROTECT™ Breeding Indicators provide the extra visual producers like Cheryl trust when they aren’t around to see mounting activity.</p> <p>“ESTROTECT™ patches are an extra visual to judge whether a cow is in estrus, especially when I didn’t see her mounted. They’re like that extra help to decide when to breed.”</p> <p>Easy to read. Backed by research. Producer trusted. 👍 https://bit.ly/3ZW1a5W</p> | <p>Clarity is 🔑 when it comes to cattle breeding decisions.</p> <p>“ESTROTECT™ Breeding Indicators are an extra visual to judge whether a cow is in estrus, especially when I didn’t see her mounted. They’re like that extra help to decide when to breed.” – Cheryl</p> |

WHAT DOES THE COLOR CHANGE MEAN?

CONTENT PILLAR: Brand Affinity // GOAL: Awareness

Timeline Post



ESTROTECT
BREEDING INDICATOR

BREED WITH CONFIDENCE

GET MORE PREGNANCIES TO STICK.

The precision design helps you pinpoint peak fertility. When 50% or more of the calibrated rub-away ink is removed – it's time to breed.



ESTROTECT
BREEDING INDICATOR
PATENTED Patents Pending

CALIBRATED RUB-AWAY INK
HIGH-STRENGTH ADHESIVE
COLOR CODES

BACKED BY RESEARCH. PROVEN IN THE FIELD.



Research proves ESTROTECT™ Breeding Indicators can be for

- Estrus Intensity
 - Indicated by mounting activity recorded on the patch
 - More pregnancies, less pregnancy loss
- Heat Detection
- Confirming Pregnancies
- Determining cycling in cows and heifers prior to breeding
- Natural Service
- Artificial Insemination
 - Identifying optimal timing to execute insemination during timed AI
 - Determining standing heat for standard AI breeding
- Synchronization Protocols
- Quality control indicator for breeding specialists
- Pinpoint timing for executing breeding

HOW ESTROTECT™ BREEDING INDICATORS WORK

As mounting activity increases, the calibrated rub-away ink progressively wears off. The more ink removed, the stronger the estrus intensity.



PEAK ESTRUS INTENSITY

Higher pregnancy likelihood.
Breed with higher-value semen, sexed semen or embryo transfer.

SOME ESTRUS INTENSITY

Lower pregnancy likelihood.
Breed with lower-value genetics or wait to breed until the cow is expressing high levels of estrus intensity.

LOW-TO-NO ESTRUS INTENSITY

Pregnancy unlikely. Don't breed. Wait until the patch indicates mounting activity in the moderate-to-high estrus intensity range.

| | Facebook | Instagram |
|--------------------|--|--|
| Asset type: | Static Carousel | |
| Post Copy: | Get more out of cattle breeding with ESTROTECT™ Breeding Indicators: https://bit.ly/3YbG1Cm | Breed confidently with ESTROTECT™ Breeding Indicators – the only breeding management tool tested extensively through university research and proven to accurately detect estrus intensity. |

ESTRUS INTENSITY – RESEARCH PROOF

CONTENT PILLAR: Thought Leadership // GOAL: Consideration
Timeline Post



| | <i>Facebook</i> | <i>Instagram</i> |
|--------------------|--|---|
| <i>Asset Type:</i> | Static Graphic | |
| <i>Post Copy:</i> | <p>Research confirms that cattle showing higher estrus intensity are more likely to become pregnant.</p> <p>Let ESTROTECT™ Breeding Indicators show you who's ready.</p> <p>Learn how it works: https://bit.ly/45Pbr6m</p> <p>📷 : Kristy DeGering, DeGering Livestock Inc</p> | <p>❓ Did you know? Cows with ESTROTECT™ Breeding Indicators that are 50% or more rubbed off are more likely to become pregnant.</p> <p>That's the power of estrus intensity – a research-supported way to make better breeding decisions.</p> <p>Visit the 📷 in our bio to see how estrus intensity impacts pregnancy rates.</p> <p>📷 : Kristy DeGering, DeGering Livestock Inc</p> |

Thank *you.*