

Protecting Your Investment With Aureo S 700[®]



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As with most investments, the sooner you begin – the bigger the long-term rewards. This especially holds true for calves.

The first few weeks in the life of a calf are the most critical in terms of health protection. The newborn calf enters a world saturated with pathogens and little protection against disease organisms.

Timing of treatment is a key factor when using medicated feed for your calves. The more you know, the more informed decision you'll be able to make to protect your investment.

References

1. Sub-MIC effects of Aureomycin[®], Aureo S 700[®], and temperature on growth kinetics and outer membrane protein expression in *Mannheimia haemolytica* and *Haemophilus somnus*. 2004. Technical Bulletin No. CD 0467, pp.1-8.
2. Effects of Aureo S 700[®] and Aureomycin[®] in reducing lung lesions in *Haemophilus somnus*-challenged calves. 2002. Technical Bulletin No. CD 0329, pp. 1-2.
3. Data on file, Alpharma Animal Health.

AureoS 700[®]

Get calves off to the right start.



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Keeping You Informed And In The Money

Treating Early Can Make A Sizable Difference

Even before calves show signs of illness, sub-clinical infections can silently erode gains. Treating calves early, before they become clinically ill, provides antimicrobials to those calves not easily recognizable as sick.

1. **Research shows that Aureo S 700[®] helps calves fight off important respiratory bacteria.**
 - Antimicrobials don't kill all the targeted bacteria. The calf must eliminate infection on its own, with the aid of a healthy immune system.
 - Thus, any action by antimicrobials that is deleterious to bacteria helps the calf overcome infection.
 - Recent findings show that Aureo S 700 effectively reduces the growth of both *Haemophilus somnus* and *Mannheimia haemolytica*,¹ helping the calf overcome infection with these two important respiratory bacteria.
2. **Aureo S 700 is even more effective in healthy-appearing calves – so why wait?**
 - Research suggests that pretreatment – prior to fever – is more likely to be effective in the treatment or prevention of BRD.¹
 - This supports the philosophy that Aureo S 700 should be used early in disease onset when calves are not critically ill.¹
3. **Aureo S 700 is proven to reduce lung lesions caused by *H. somnus* by 88%.²**
4. **Only Aureo S 700 contains both Aureomycin[®] and sulfamethazine in each granule, along with the Aureomycin guarantee.**
5. **Aureo S 700 granulation ensures uniform distribution so calves get a full effective dose.**
 - Granular formulation flows freely with minimum dust and fines.
 - Feedmill studies show that carry-over risk is reduced by using granular products.³