

Bovilis IBR Marker Live - Europe's leading IBR vaccine



Available
in 5+25
dose packs

With many tough decisions to make everyday, we've kept this one simple.

**For further details contact your vet or call Intervet
Schering-Plough on (00353)-(0)1-2050900**

Bovilis IBR Marker live contains live, attenuated IBR marker vaccine BHV-1 (strain GK/D). For the active immunisation against infectious bovine rhinotracheitis virus. Bovilis IBR Marker live may only be prescribed by your veterinary surgeon, from whom advice should be sought. Withdrawal period: zero days. Legal Category [POM-V] in Nth. Irl. and [POME] in R.O.I.

Bovipast RSP contains inactivated bovine Respiratory Syncytial Virus (Strain EV908), Parainfluenza 3 virus (strain SF-4 Reisinger) and inactivated *Mannheimia* (Pasteurella) *haemolytica* (serotype A1).

Legal category [POM-V] in Nth. Irl. and [POME] in R.O.I. ®Bovilis is a registered trademark of Intervet International.

- 1.Barrett DC, Bovine Respiratory Disease - A Clinician's Perspective. Cattle Practice (6) Part 3. BCVA. 1998. 251-255.
- 2.Intervet's BeefCheck And DairyCheck, June-Nov 2006
- 3.Dr Beer, International IBR Symposium, quoted as 179kg – equivalent to 173 litres.
- 4.From the age of 3 months onwards. Between 2 weeks and 3 months old - intranasal only.
- 5.If vaccination commences from 3 months old, followed by six-monthly boosters.

*For cattle over 12 weeks of age.

Intervet/Schering-Plough Animal Health, Boghall Road, Bray, Co. Wicklow. Tel. (00353)-(0)1-2050900
www.bovillis.com

Item Code: 088888



BOVILIS
a world of protection

Bovilis® IBR Marker Live

Much more than a conventional IBR vaccine

Europe's leading IBR vaccine

Infectious Bovine Rhinotracheitis - The hidden threat

Pneumonia is the biggest cause of financial loss to farmers¹. While pneumonia is almost exclusively a disease of younger cattle, IBR is commonly associated with older calves and adult stock. With 72% of herds testing positive for IBR², this is an issue that farmers can no longer afford to ignore or leave to chance.





72%

**of herds
test positive
for IBR²**

Understanding the enemy

To succeed in the battle against IBR, correctly recognising the signs of the disease is vital.

- Raised temperature
- Milk drop
- Nasal discharge
- Coughing
- Conjunctivitis
- Reduction of food intake
- Abortion



Diagnosis

Infectious Bovine Rhinotracheitis (IBR) can be easily diagnosed using bulk milk samples, or blood samples, nasal swabs, tissue samples from individual animals.

Advance of infection

Poor housing, insufficient ventilation, over-crowding and stress can all contribute to the spread of IBR, but as the signs of the disease are not exclusive to IBR the virus can often be missed, allowing it to circulate throughout the main herd.

173 litre

yearly reduction
in milk production
per animal infected
with IBR³

Break the cycle of IBR

Bovilis IBR Marker live offers you the choice of I/M or I/N routes⁴ enabling you to break the cycle with just one single shot⁵.

All the ammunition you need

To help you plan for the future you'll want to be armed with the best tools for the job.

So arm yourself with Bovilis IBR Marker live - Europe's leading IBR marker vaccine.

Bovilis IBR Marker Live

- A choice of either I/M or I/N routes⁴
- Single dose primary course⁵
- Vaccination possible from 2 weeks of age
- Easy whole herd vaccination including pregnant animals
- Significantly reduces clinical signs and viral excretion
- Can be used concurrently with Bovilis Bovipast RSP

| IMMUNITY via | |
|--------------|---|
| I/N | Immunity in just 4 days post vaccination |
| I/M | Immunity in just 14 days post vaccination |

Bovilis IBR Marker Live

| | Intranasal | Intramuscular |
|--|------------|---------------|
| Administration route | Yes | Yes |
| Onset of immunity | 4 days | 14 days |
| Duration of immunity* (re-vaccination interval) | 6 months | 6 months |



I/M

I/N

Future proof farms against IBR

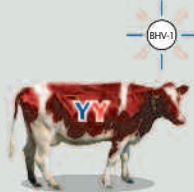
Many European countries already have, or are trying to eradicate IBR to prevent the losses it causes and to reduce barriers to trade in live cattle. A growing movement across the EU to eradicate IBR could be a barrier to trade for those countries without control or eradication schemes in place.

In order to try and eradicate IBR, it is necessary to be able to tell an infected animal from a non-infected one - which is impossible with standard (non-marker) IBR vaccines. Because of this, marker vaccines have been developed.

Marker vaccines give you all the benefits of a traditional IBR vaccine. They also give you the freedom to identify and export healthy animals to IBR-eradicating parts of Europe. This gives you the added peace of mind that you will also be prepared for the future, should an eradication programme come into force in Ireland or the UK.

Differential test for marker vaccinated and IBR cow

1. IBR infected cow



Test: Y=anti gB
Y=anti gE

2. Traditional vaccine



Test: Y=anti gB
Y=anti gE

3. Bovilis IBR marker



Test: Y=anti gB

Y= Antibodies gB and gE = Proteins on surface of virus