Things my dad taught me.

1. How to tie a useful knot.

2. How to spot poison ivy.

3. How to control mastitis in dry cows.

For decades, ToMORROW® (cephapirin benzathine) has been giving dairy producers time-tested, broad-spectrum control against the harmful organisms that cause mastitis in dry cows. It’s a tradition that continues to be passed from one generation to another — and for good reason.

FEATURES/FUNCTIONS

FORMULATION: Formulated with cephapirin benzathine to provide broad-spectrum and long-acting therapy for dry cows.

MULTI-STRAIN: Active against Streptococcus agalactiae and Staphylococcus aureus, including penicillin-resistant strains.

OPTI-SERT® TIP: This option for the unique partial-insertion technique can help to prevent pushing harmful surface bacteria into the teat canal.

BENEFITS

ECONOMICAL: 94.4% of infections at dry-off are Gram-positive, so don’t waste dollars on Gram-negative. Choose the most economical treatment — choose ToMORROW.

TIME-TESTED MARKET LEADER: ToMORROW has been used by generation after generation, and treats more cows than any other dry tube on the market.

EFFICACIOUS: When put to the test, neither Quartermaster® DC nor Spectramast® DC could outperform ToMORROW.*

EFFECTIVE MEETS ECONOMICAL
THERE’S A REASON ToMORROW® TREATS MORE COWS THAN ANY OTHER DRY TUBE ON THE MARKET.

<table>
<thead>
<tr>
<th></th>
<th>DRY PERIOD</th>
<th>SLAUGHTER WITHHOLD</th>
<th>MILK WITHHOLD</th>
</tr>
</thead>
<tbody>
<tr>
<td>ToMORROW</td>
<td>30 Days</td>
<td>42 Days</td>
<td>72 Hours</td>
</tr>
<tr>
<td>QUARTERMASTER DC</td>
<td>42 Days</td>
<td>60 Days</td>
<td>96 Hours</td>
</tr>
</tbody>
</table>

DON’T WASTE YOUR DOLLARS ON THE
GRAM-NEGATIVE

94.4% OF ALL INFECTIONS PRESENT AT DRY-OFF WERE CAUSED BY GRAM-POSITIVE PATHOGENS.

CHOOSE THE MOST ECONOMICAL TREATMENT

ToMORROW Residue Warnings: Use in dry cows only. Not to be used within 30 days of calving. Milk from treated cows must not be used for food during first 72 hours after calving. Animals infused with product must not be slaughtered for food until 42 days after latest infusion.

First, always ask if the Boehringer Ingelheim representative has visited the practice recently:
Producer, are you familiar with the benefits of choosing ToMORROW to treat mastitis in dry cows?
If yes, confirm the benefits!
If no, detail as the primary contact.

Confidence
I believe ToMORROW can help you save money while effectively treating mastitis in your dry cows.

Invitation (neutral)
Let’s look at what makes ToMORROW a unique mastitis treatment …

Sound Byte
CHECK-OFF & ECHO NOTES

Acknowledge the customer as the decision maker:
… so you can determine whether ToMORROW is a treatment option that will benefit your dairy operation.