Feature: Concentration-dependent. Baytril® 100 (enrofloxacin) Injectable is concentration-dependent, delivering effective therapeutic drug concentrations with a single dose (12.5 mg/kg of bodyweight).

Benefit: The effectiveness of concentration-dependent drugs is dependent upon high drug levels which rapidly kill bacteria.

Feature: Bactericidal. Baytril 100 has a mode of action that actually kills the bacteria causing infection by destroying bacterial DNA and preventing bacterial replication.

Benefit: Cidal drugs kill bacteria, taking stress off the animal’s immune system so that it can work efficiently to clear the infection.

Feature: Effective. In cattle, Baytril 100 reaches therapeutic drug concentrations at the site of infection in the lung in 1-2 hours and reaches peak killing concentration levels in approximately 5 hours in the blood plasma and 7 hours in the lungs.

Benefit: The sooner bacteria are killed, the faster a calf will feel better and get back to work eating.

For more information about Baytril 100 or to obtain a product label, call Bayer Veterinary Services at +1 (800) 422-9874 or visit www.Baytril100.com.

Federal law restricts Baytril 100 to use by or on the order of a licensed veterinarian. Extra-label use of Baytril 100 in food-producing animals is prohibited.

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The effectiveness of concentration-dependent drugs is dependent upon high drug levels which rapidly kill bacteria.

Time-dependent drugs inhibit bacteria growth over time and require drug concentrations to remain above MIC at the site of infection for as much of the dosing interval as possible.

Baytril® 100 (enrofloxacin) Injectable is bactericidal. Its mode of action destroys the DNA of BRD-causing bacteria.

Bactericidal antibiotics kill infectious bacteria. Bacteriostatic antibiotics inhibit/slow the growth of infectious bacteria.

Make Baytril 100 your 1st-pull treatment for BRD

Cattle intended for human consumption must not be slaughtered within 28 days from the last treatment of Baytril 100.

**Check-Off (Qualify)**

Identify if a Bayer Animal Health representative has been in recently:

Doctor, we all know Baytril 100 has been an effective treatment drug, but have you reconsidered your BRD protocols recently?

If YES, confirm and discuss benefits.

If NO, engage/detail the customer as the primary contact.

**Confidence**

Baytril 100 has a proven track record for 1st-pull treatment of BRD.

**Invitation (neutral)**

Let’s take a look at how Baytril 100 works . . .

**It’s the customer’s decision**

. . . so you can decide if Baytril 100 is a treatment option you’ll consider for your clients’ BRD management strategy.