Zelnate® DNA Immunostimulant
It’s not an antibiotic. It’s not a vaccine. It’s Zelnate.™

Feature/Function:
Zelnate can be administered to cattle on arrival or as a treatment.

Feature/Function:
Unique DNA liposome complex stimulates the innate immune system in cattle. The innate immune system has been shown to provide a rapid, potent and broad protective response to infectious agents.

Feature/Function:
In research studies, Zelnate has been demonstrated to significantly reduce lung lesions and mortality (death loss) compared to untreated animals (P < 0.05).

Benefit:
Zelnate can be implemented into your current BRD management program, which means there is no extra step needed, making things easy on you.

Benefit:
DNA Immunostimulants are a new way to fight Bovine Respiratory Disease (BRD), helping you get effective treatment outcomes.

Benefit:
Reducing lung lesions helps to reduce losses in weight gain due to BRD, maximizing performance of your cattle and potentially improving your profits.

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

This product is based on technology developed by Juvaris BioTherapeutics and is patent protected. Animal health applications are being exclusively developed by Bayer Animal Health and are the subject of Bayer patent applications.

©2016 Bayer, Shawnee Mission, Kansas 66201
Bayer (reg'd), the Bayer Cross (reg'd), Zelnate® and It’s not an antibiotic. It’s not a vaccine. It’s Zelnate.™ are trademarks of Bayer.
Check-Off (Qualify)

Identify if a Bayer representative has been in recently:

Doctor, have you recently been introduced to Zelnate to aid in the treatment of BRD within your operation?

If YES, confirm and discuss benefits.
If NO, engage/detail the customer as the primary contact.

---

Zelnate is the first licensed immunostimulant that aids in the treatment of BRD due to *Mannheimia haemolytica* in cattle 4 months of age or older, when administered at the time of, or within 24 hours after, a perceived stressful event.

Even though there are several effective antibiotics and vaccines to help combat BRD, it remains an ongoing battle and costs the industry more than $1 billion annually in the United States alone. Zelnate is a novel technology that changes the way veterinarians and producers are able to fight BRD.

- In field studies, there were no injection site lesions or adverse events observed with the use of Zelnate when used according to the label.
- Zelnate is available in 5, 10 and 50 dose package sizes to meet the needs of operations of any size. With easy-to-follow mixing instructions, Zelnate is simple to implement into existing routine practices.

---

**Sound Byte**

**Check-Off (Qualify)**

Identify if a Bayer representative has been in recently:

Doctor, have you recently been introduced to Zelnate to aid in the treatment of BRD within your operation?

If YES, confirm and discuss benefits.
If NO, engage/detail the customer as the primary contact.

---

**Confidence**

Zelnate provides an important tool for managing BRD in cattle.

---

**Invitation (neutral)**

Zelnate studies showed reduced mortality by 88% and reduced lung lesions by 50% when used as an aid in the treatment of BRD due to *Mannheimia haemolytica*...

---

**It’s the customer’s decision**

…so you can decide whether Zelnate is an option for managing BRD in your cattle.