

**When you see the signs ...
Reach for Sustain III®**



SUSTAIN III® Cattle Bolus & SUSTAIN III® Calf Bolus

**Antibacterial Sulfamethazine
Sustained Release Bolus
(72 hours)**



FEATURES

- Broad-spectrum activity against a wide variety of cattle diseases
- Therapeutic levels of sulfamethazine in just 6 hours time
- 72 hour persistence of therapeutic effect (3 day)
- Boluses scored for accurate dosing
- Meets BQA orals standards

BENEFITS

- Effective broad-spectrum activity
- Reduces losses from handling stress & time/labor expenses
- Fast-acting therapeutic effect
- Ideal for receiving programs
- Proprietary drug formulation (NADA)
- Cost effective "first line" therapy

INDICATIONS

DISEASE	SUSTAIN III® Cattle Bolus	SUSTAIN III® Calf Bolus
Bacterial Pneumonia (<i>Pasteurella</i> spp.)	✓	✓
Bovine Respiratory Complex (Shipping Fever Complex)	✓	
Colibacillosis (Bacterial Scours) (<i>E. coli</i>)	✓	✓
Calf Diphtheria (<i>Fusobacterium necrophorum</i>)	✓	✓
Acute Metritis (<i>Streptococcus</i> spp.)	✓	✓

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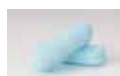
SUSTAIN III® Cattle Bolus **ANTIBACTERIAL SULFAMETHAZINE** **SUSTAINED RELEASE BOLUS (72 HOURS)**

CAUTION:

This drug, like all sulfonamides, may cause toxic reactions and irreparable injury unless administered with adequate and continuous supervision; follow recommended dosages carefully.

WARNING:

Animals intended for human consumption should not be slaughtered for food for at least 12 days after the last dose. Exceeding two (2) consecutive doses may cause violative tissue residues to remain beyond the withdrawal time. Do not use in female dairy cattle 20 months of age or older. Use of sulfamethazine in this class of cattle may cause milk residues. Do not use in calves under one (1) month of age or calves being fed an all-milk diet. Use in these classes of calves may cause violative residues to remain beyond the withdrawal time.



SUSTAIN III® Calf Bolus **ANTIBACTERIAL SULFAMETHAZINE** **SUSTAINED RELEASE BOLUS (72 HOURS)**

CAUTION:

This drug, like all sulfonamides, may cause toxic reactions and irreparable injury unless administered with adequate and continuous supervision. Follow recommended dosages carefully. Fluid intake must be adequate at all times throughout the three-day therapy provided by the sustained release bolus. This product has not been shown to be effective on non-ruminating calves.



ITEM NO.	PRODUCT DESCRIPTION	UNIT SIZE
1SUS023	Sustain III® Cattle Bolus (sulfamethazine)	4 x 100 Ct.
1SUS004		6 x 50 Ct.
1SUS036		12 x 10 Ct.
1SUS032	Sustain III® Calf Bolus (sulfamethazine)	12 x 25 Ct.
1SUS033		6 x 50 Ct.

Sustain III® is a Registered Trademark of Bimeda, Inc.

RESIDUE WARNING: Animals intended for human consumption should not be slaughtered for food for at least 12 days after the last dose. Exceeding two (2) consecutive doses may cause violative tissue residue to remain beyond the withdrawal time. Do not use in calves under one (1) month of age or calves being fed an all-milk diet. Use in these classes of calves may cause violative residues to remain beyond the withdrawal time. Do not use in female dairy cattle 20 months of age or older. Use of sulfamethazine in this class of cattle may cause milk residues.

Sound Byte

CHECK-OFF & ECHO NOTES

Identify if Bimeda rep has visited the practice recently:

(Dr., have you recently visited with a representative about Sustain III® from Bimeda?)

If **Yes** – review understanding and benefits

If **No** – Discuss/Review topics
(DSR=Primary contact)

Confidence

Doctor I am excited to see many of my livestock accounts embracing Sustain III® as a first-line therapy in their receiving programs.

I am confident Sustain III® will assist your clients in reducing handling effects and time/labor costs.

Invitation (neutral)

Let's review the key benefits and features of this NADA proprietary product from Bimeda...

It's the customer's decision

...then you can decide where Sustain III® fits as part of your receiving and treatment recommendations for your client's animals.