



Vision[®]

DON'T LET WHAT COULD HAPPEN CHANGE WHAT SHOULD HAPPEN

KEY FEATURE

Vision[®] vaccines provide protection against the major clostridial diseases and are available in combinations that provide additional protection against *Cl. tetani* (tetanus) and *Moraxella bovis* (pinkeye).

KEY FEATURE

Vision vaccines call for a 2 mL dose and are powered by the legendary SPUR[®] adjuvant.

KEY FEATURE

2 mL dose

BENEFIT

There is a Vision vaccine that fits every operation. 20/20 Vision 7 and Vision CD-T allow cattle producers to protect their cattle against multiple diseases out of one bottle instead of two.

BENEFIT

SPUR is different than the traditional adjuvants — Aluminum-Hydroxide-based adjuvants that are tough on tissues and leave knots on the neck — used in clostridial vaccines. It ensures every component of Vision stays in a stable, uniform suspension so each dose provides the precise amount of antigens needed for proper immunization.

BENEFIT

Sometimes less really is more. Most traditional blackleg vaccines require 5 mL doses.

Sound Byte

 **MERCK**
Animal Health

When vaccinating your herd for clostridial diseases, it's vital to have protection you can count on. Not all blackleg vaccines are the same. Some are stressful and decrease performance. Vision was developed with the specific goals of reducing stress and minimizing the negative impact of vaccination on performance.

	Presentations	<i>Clostridium chauvoei</i> (Blackleg)	<i>Cl. Septicum</i> (Malignant edema)	<i>Cl. novyi</i> Type B (Black disease)	<i>Cl. sordellii</i>	<i>Cl. perfringens</i> Types C and D (Enterotoxemia)	<i>Histophilus somni</i>	<i>Cl. Haemolyticum</i> (Redwater)	<i>Cl. Tetani</i> (Tetanus)	<i>Moraxella bovis</i>
Vision 7	10 dose 50 dose 250 dose	●	●	●	●	●				
Vision 7 Somnus	10 dose 50 dose 250 dose	●	●	●	●	●	●			
Vision 8	10 dose 50 dose	●	●	●	●	●		●		
Vision 8 Somnus	10 dose 50 dose	●	●	●	●	●	●	●		
Vision CD	250 dose					●				
Vision CD-T	50 dose					●			●	
20/20 Vision	10 dose 50 dose 250 dose	●	●	●	●	●				●
Covexin® 8	10 dose 50 dose 250 dose	●	●	●		●		●	●	
Cavalry® 9	10 dose 50 dose 250 dose	●	●	●	●	●		●	●	

Sound Byte

CHECK-OFF & ECHO NOTES

Doctor, have you recently been introduced to Vision?

If Yes, confirm and discuss benefits.
If No, engage and detail the customer as the primary contact.

Confidence

Vision is the trusted brand for clostridial protection in the United States. More doses of Vision are sold each year than any other clostridial vaccine.^{1,2}

Invitation (neutral)

Let's take a look at Vision vaccines and find one that fits the need of your operation (producer) / clinic (vet) / customers (dealer store).

Acknowledge the customer as the decision maker:

Let's take a look at making Vision your go-to vaccine for protection against clostridial diseases and maybe even your solution for pinkeye or tetanus.

¹ Merck Animal Health sales data 2000 - 2016

² CEESA 2015 data