CHOOSE CONFIDENCE.
CHOOSE ZUPREVO FOR BRD TREATMENT.

KEY FEATURE
Tildipirosin, the active ingredient in Zuprevo, is the world’s first and only 16-membered tri-basic macrolide.

KEY FEATURE
Zuprevo is rapidly absorbed and has demonstrated safety and efficacy for the treatment and control of BRD.

BENEFIT
Zuprevo works in two ways to prevent BRD: bacteriostatic (stops the growth of bacteria) and bactericidal (kills bacteria).

BENEFIT
Maximum plasma concentrations are reached after only 45 minutes and remain in the lung tissue for 28 days.1,2 Similarly, Zuprevo remains in the bronchial fluid for 21 days.1,2

BENEFIT
One, low-volume dose means more animals treated per bottle.


2 The correlation between pharmacokinetic data and clinical effectiveness is unknown.
Indications: Zuprevo® 18% is indicated for the treatment of bovine respiratory disease (BRD) associated with Mannheimia haemolytica, Pasteurella multocida, and Histophilus somni in beef and non-lactating dairy cattle; and for the control of respiratory disease in beef and non-lactating dairy cattle at high risk of developing BRD associated with M. haemolytica, P. multocida, and H. somni.

Warnings: For use in animals only. Not for human use. Keep out of reach of children. To avoid accidental injection, do not use in automatically powered syringes which have no additional protection system. In case of human injection, seek medical advice immediately and show the package insert or label to the physician.

Avoid direct contact with skin and eyes. If accidental eye exposure occurs, rinse eyes with clean water. If accidental skin exposure occurs, wash the skin immediately with soap and water. Tildipirosin may cause sensitization by skin contact.

Residue warning: Cattle intended for human consumption must not be slaughtered within 21 days of the last treatment. Do not use in female dairy cattle 20 months of age or older. Use of this drug product in these cattle may cause milk residues. A withdrawal period has not been established in pre-ruminating calves. Do not use in calves to be processed for veal.

Doctor, are you aware of Zuprevo and the advantages it has over similar products?

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

Confidence
I believe Zuprevo is a low-dose, economical and convenient product for treatment and control of BRD in cattle.

Invitation (neutral)
Let’s discuss some of the advantages of Zuprevo’s dosage and efficacy.

Acknowledge the customer as the decision maker:
So you can decide whether Zuprevo is the best choice for the treatment and control of BRD in cattle.