The costs of respiratory disease are astounding.

It has been estimated that BRD costs the cattle industry $1 billion annually from death, reduced feed efficiency and treatment costs.¹

Respiratory disease remains the most economically devastating condition in the beef industry²
- Approximately 75% of feedlot illnesses³,⁴,⁵
- 50% of feedlot deaths³,⁴,⁵

The second-most significant disease in dairy operations.⁶
- 22% of unweaned heifer deaths⁶
- 46% of weaned heifer deaths⁶

BRSV
- Prevalence of 41% to 70% in U.S.⁷
- BRSV infection is associated with high morbidity (60% to 80%)⁸
- Fatality rates may be as high as 20%⁸
- Easily spread
- Causes severe upper respiratory infections
- Possible latent infection

IBR
- Immunosuppressive
- May predispose cattle to bacterial pneumonia⁹

PI₃
The safety of INFORCE™ 3 was demonstrated in three separate studies.

1. Field safety study\(^{15}\):

   The safety of INFORCE 3 was evaluated in a cattle safety study, which was one of the largest ever conducted by Zoetis. INFORCE 3 was administered intranasally to:
   - 0- to 8-day-old calves
   - Weaned calves
   - High-stress stocker cattle
   - Pregnant cows in all three trimesters
   - Total of 1,873 animals
   - Three geographic locations

   **RESULTS — INFORCE 3: SAFE IN ALL TYPES, AGES AND CLASSES OF CATTLE**

2. Intensive safety study in young calves\(^{16}\):

   INFORCE 3 and a commercial 5-way intranasal vaccine were both administered intranasally:
   - A 10X concentrated dose to 3- to 10-day-old colostrum-deprived calves
   - A dose of a commercial vaccine was administered parenterally to all animals 14 days post-intranasal dose

   **RESULTS — INFORCE 3: SAFE IN YOUNG CALVES**

3. High-risk stocker study\(^{17}\):

   INFORCE 3 and a commercial 5-way intranasal vaccine were both administered intranasally to:
   - High-risk stocker calves on arrival at a feedlot
   - A dose of a commercial vaccine was administered parenterally to all calves 14 days post-intranasal dose

   **RESULTS — INFORCE 3: SAFE IN HIGH-RISK STOCKER CATTLE**
BRSV can be prevented.

INFORCE™ 3 is the first and only respiratory vaccine to be granted the “prevention of disease” indication, the highest label claim available for BRSV protection.

**INFORCE 3 = NO DEATHS**
All INFORCE 3 vaccinates survived severe BRSV challenges, while almost all unvaccinated controls died.\(^{10,11}\)

**INFORCE 3 = LESS LUNG DAMAGE**
Fewer lung lesions due to BRSV infections mean INFORCE 3 vaccinates should be expected to require reduced labor and treatment costs, and improved productivity.\(^{9,10}\)
A strong defense against IBR and PI₃ viruses.

INFORCE 3 = LESS IBR DISEASE
Fewer sick calves mean less treatment cost, reduced labor requirements and decreased chance of secondary bacterial infection.¹²,¹³

INFORCE 3 = LESS PI₃ VIRUS SHEDDING
Compared with unvaccinated controls, INFORCE 3 vaccinates shed 99.9% less PI₃ virus after challenge.¹⁴

99.9% LESS VIRUS SHED

Developed specifically for intranasal use.

- Helps stimulate local immunity
- Triggers a rapid innate immune response
- Helps provide protection where viruses attack first
- Helps prime the immune system for a memory response to subsequent disease challenges
INFORCE 3 helps give cattle a stronger start for greater productivity
• Early protection can help reduce susceptibility to secondary bacterial infections
• For dairy herds, use INFORCE 3 in baby calves, on arrival, at weaning, before moving to group pens, or with cows and heifers prefreshening
• INFORCE 3 is perfect for use in calves in beef herds at branding, preconditioning, weaning, pre-shipment or on arrival in stocker or feedlots

Get your cattle off to a stronger, healthier start with INFORCE 3. To learn more, contact your Zoetis representative, call 888-ZOETIS1 (888-963-8471) or visit zoetisUS.com.