FOR IMMEDIATE RELEASE
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Zoetis Now Offers HOOF-TEC™ Footbath Products
State-of-the-art formulation helps reduce copper sulfate use

FLORHAM PARK, N.J., Feb. 12, 2014 — Zoetis today announced the addition of HOOF-TEC™ footbath products to its Dairy Wellness portfolio. For producers looking to reduce copper sulfate use in footbaths, HOOF-TEC footbath products allow them to run more efficient footbaths by reducing copper sulfate use by up to 40%.*

“With fewer footbaths and better management of pH levels, producers can achieve Dairy Wellness from the ground up,” said Jessica Light, DVM, senior veterinarian, Dairy Technical Services, Zoetis.

The HOOF-TEC footbath product line from Zoetis includes a variety of options for flexibility on dairy operations:

- HOOF-TEC 1000 Footbath Concentrate
- HOOF-TEC Complete®, an all-in-one footbath solution
- HOOF-TEC Copper-Shot Topical Spray, a footbath in a bottle
- HOOF-TEC Organic Footbath Concentrate, OMRI-certified, with the same benefits of HOOF-TEC 1000 Footbath Concentrate
- HOOF-TEC Organic Topical Spray, OMRI-certified, with the same management options as HOOF-TEC Copper-Shot Topical Spray
- HOOF-TEC™ Copper-Cutter Dry Mix and HOOF-TEC Copper-Free Dry Mix, powders to replace traditional copper sulfate
“Zoetis is excited to be the first and only animal health company to offer footbath products,” said Mike Layfield, director of dairy marketing at Zoetis. “And the HOOF-TEC product line is just one more opportunity for us to better assist producers in achieving Dairy Wellness.”

To learn more about HOOF-TEC footbath products, contact your veterinarian or Zoetis representative or visit Hoof-Tec.com.

About Zoetis
Zoetis (Zô-EH-tis) is the leading animal health company, dedicated to supporting its customers and their businesses. Building on more than 60 years of experience in animal health, Zoetis discovers, develops, manufactures and markets veterinary vaccines and medicines, complemented by diagnostic products and genetic tests and supported by a range of services. In 2013, the company generated annual revenue of $4.6 billion. With approximately 9,800 employees worldwide at the beginning of 2014, Zoetis has a local presence in approximately 70 countries, including 28 manufacturing facilities in 11 countries. Its products serve veterinarians, livestock producers and people who raise and care for farm and companion animals in 120 countries. For more information, visit www.zoetis.com.

Zoetis is the proud sponsor with the Smithsonian Institution Traveling Exhibition Service and the American Veterinary Medical Association of the mobile educational exhibit Animal Connections: Our Journey Together. Families visiting the exhibit will explore the vast bonds between people and animals and learn about the important role veterinarians play in protecting animal and human health. For more information, visit www.zoetis.com/animal-connections-tour/.

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*Based on traditional copper sulfate dosage rate of 5% of footbath volume. Copper sulfate dosage with HOOF-TEC™ 1000 Footbath Concentrate is reduced to a rate of 3% of footbath volume. The change in dosage results in a 40% reduction of copper sulfate use.

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