Protect my cows during transition?
It’s a no brainer!

Cutting ketosis by up to 74%.
My cows are healthier, more productive
And I can make savings on my antibiotics.
So we all win!

Upgrade to the future of healthier, more productive and more fertile cows by reducing ketosis on your farm.
Look at the impact of ketosis on:

**Health**

*Ketosis is a gateway disease that affects on average 30% of dairy cows*[^3]

It decreases the immune function, making the cow more vulnerable to infections.[^4][^5][^6]

**Cows with ketosis show:**
- 2 x more retained placenta[^7]
- 3 x more metritis[^8]
- 6 x more ovarian cysts[^9]
- 3-8 x more displaced abomasum[^8]

**Milk production[^10]**

- **Cows**
  - 300 kg milk loss[^‡‡]
- **Heifers**
  - 500 kg milk loss[^‡‡]

**Fertility**

- Return to estrus delayed by 22 days[^11]
- Insemination success decreased by 20%[^11]

**Cost**

*Ketosis and its consequences have an average cost of £220 per cow[^12]*

Speak to your Elanco representative or visit www.vital90days.co.uk to hear local farmers and vets share their own experience.

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**Using targeted prevention can:**

- Reduce ketosis by up to 74%[^1]
- Reduce antibiotic use by up to 25%[^2]
- Increase productivity[^7][^10]
- Improve fertility[^11]
- Reduce costs associated with Ketosis[^12]

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**Experience the benefits today – take our ketosis challenge**

**STEP 1**
Ask your vet for a free review of Ketosis levels

**STEP 2**
Receive FREE ketosis report showing the levels on your farm and take our challenge targeting -

**Sick**

**Old**

**Fat**

**Twins**

and those at risk of negative energy balance

**STEP 3**
Receive prescription for a bolus, 3-4 weeks prior to calving

**STEP 4**
Progress report after 6-8 weeks and assessment of impact on cow health and disease

**STEP 5**
Regular checks on progress to access impact on health and disease

*Orange tail tape available to help identify cows*
*Terms and conditions apply

References

1. Elanco Clinical Trial AA9CEU0801
4. Hammon DS et al. Neutrophil and energy status in Holstein cows with uterine health disorders. Veterinary Immunology and Immunopathology 2006; 113:21-29
12. Raboisson et al. 2015 The economic impact of subclinical ketosis at the farm level: Tackling the challenge of over-estimation due to multiple interactions Prev Vet Med.

For further information call Elanco Animal Health on 00 (44) 1256 353131 or write to Elanco Animal Health (the animal health division of Eli Lilly and Company Limited), Lilly House, Priestley Road, Basingstoke, Hampshire, RG24 9NL. Elanco, V90 and the Diagonal Bar are trademarks of Elanco or its affiliates. Advice should be sought from the prescriber prior to use. Use medicines responsibly (www.noah.co.uk/responsible). www.apha.ie © 2018, Elanco or its affiliates. BIDRYKXT00001