

Talk to your vet about...



Advanced non-cycling cow treatment

- ✓ superior pregnancy outcomes
- ✓ extensively researched in New Zealand
- ✓ improved cow comfort

DIB

Progesterone Inserts



**Advanced
non-cycling
cow treatment**



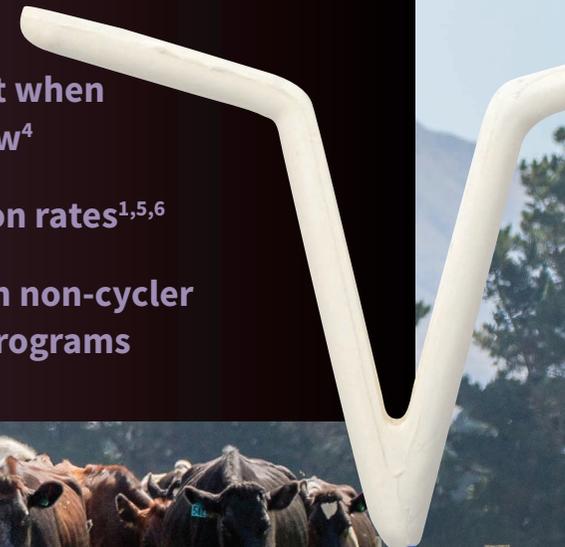
- Superior pregnancy outcomes^{1,2}
- Maximum benefits occur when non-cycling cows treated prior to planned start of mating

- Proven in New Zealand dairy herds^{1,2,5}
- Extensively researched in New Zealand cows, with 7 vet journal or conference publications since 2013



DIB advantages

- Improved cow comfort (based on 3,180 assessments of cow behaviours during milking times)³
- More flexible shape, with softer tips
- Less pus on insert when removed from cow⁴
- Excellent retention rates^{1,5,6}
- Suitable for use in non-cycler and synchrony programs



1. Shephard, R. Efficacy of inclusion of equine chorionic gonadotrophin into a treatment protocol for anoestrous dairy cows. NZVJ 2013.
2. Lawrence, L. An improved program for the treatment of anoestrous dairy cows in New Zealand, WBC 2014.
3. Young, L. Using quantitative observational research to assess cow behaviour during treatment with intravaginal progesterone inserts on New Zealand dairy farms, WBC 2014.

4. McDougall, S. Prevalence of vaginitis and degree of purulent material on two intravaginal progesterone releasing devices. DIB-V compared to CIDR. Data on file 2010.
5. Young, L. Understanding progesterone requirements when treating New Zealand anoestrous dairy cows with programs with a seven day length of progesterone device insertion, WBC 2014.
6. Cutaia, L. Use of DIB inserts in maiden heifers and mixed aged cows. IRAC 2003.