



# BREEDING SUCCESS WITH NEW BREEDING BULLSEYE™ TECHNOLOGY

## Breed with Precision

The newly redesigned ESTROTECT™ Breeding Indicator features patent pending Breeding Bullseye technology that indicates when cows are ready to breed, helps confirm pregnancies and provides pinpoint timing for AI protocols!

The precision-designed Breeding Bullseye takes the guesswork out of your breeding program. Simply, when the Breeding Bullseye – or the equivalent amount – is rubbed off, it's time to breed!

## Understand Results with Pinpoint Accuracy

The ESTROTECT Breeding Indicator's silver and black ink rubs off as mounting activity occurs – a sign of cows entering estrus – indicating when an animal is ready to breed.

## Easy to Apply

Industry-leading self-adhesive allows for easy application and reliable adhesion even in intense conditions.



## Increase Confirmed Pregnancy Rates

When activated, the precision-designed Breeding Bullseye indicates when cows are in optimal estrus to be bred. Third-party research has shown that when the Breeding Bullseye – or the equivalent amount – is rubbed off, confirmed pregnancy rates can increase by up to three times!



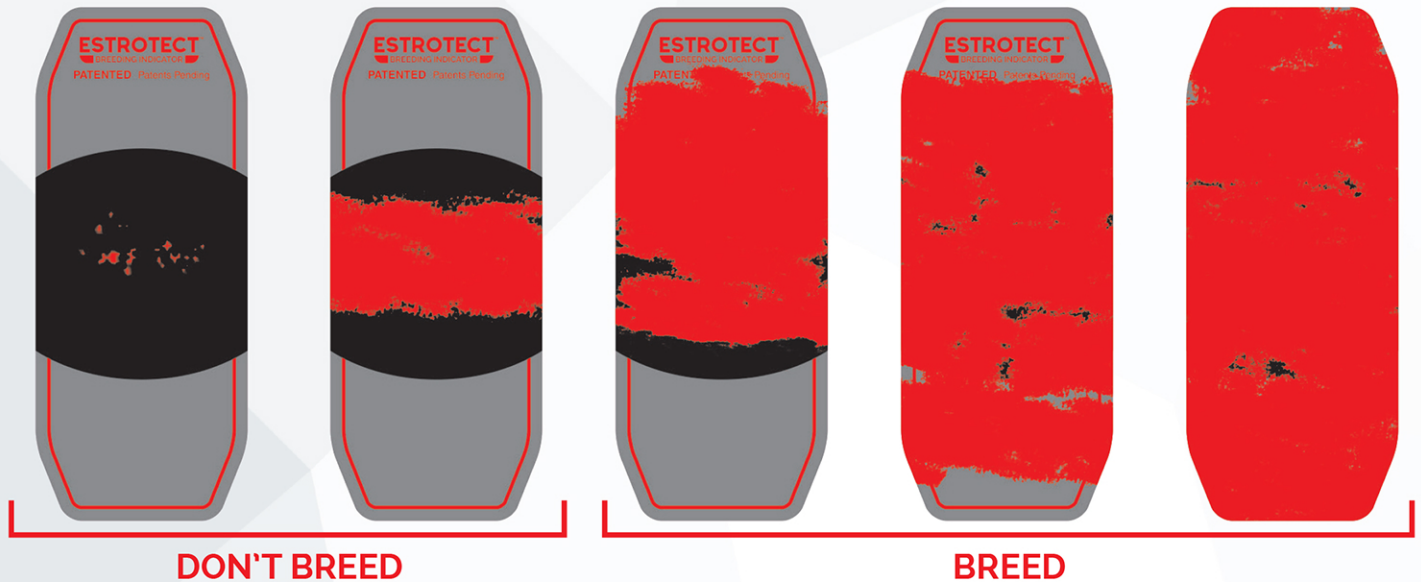
**AS GOOD  
AS A BULL™**

## Reading ESTROTECT Breeding Indicators

Like never before, producers and reproduction specialists can use ESTROTECT in a number of advanced breeding management applications to improve the quality and efficiency of their reproduction programs. ESTROTECT Breeding Indicators have been proven in university studies around the world.

### Those applications include:

- Heat Detection
- Confirming Pregnancies
- Artificial Insemination
  - Identifying optimal timing to execute insemination during timed AI
  - Determining standing heat for standard AI breeding
- Determine Cycling in cows and heifers prior to breeding
- Natural Service
- Synchronization Protocols
  - Quality control indicator for breeding specialists
  - Pinpoint timing for executing breeding



If applied correctly, the silver and black surface ink will gradually reveal the indicator color as mounting activity occurs, indicating standing heat. Once the Breeding Bullseye or the equivalent surface area is rubbed-off, the breeding protocol should be initiated.

### Below, see real-life examples of Breeding Bullseye results:

#### DON'T BREED



#### BREED



For more information and to learn about the unique, industry-leading ESTROTECT Guarantee, visit [www.ESTROTECT.com](http://www.ESTROTECT.com) and follow us on Facebook and Twitter!