

**Hard to Believe That Just 15 Days Ago
He Traveled 800 Miles in the Rain
With a Truckload of Unfamiliar Calves
And a Mix of Nasty Respiratory Bacteria.**



What a Relief There's Nuflor.®

No matter what your new calves have been through, you can maintain their health and value with Nuflor for on-arrival treatment of BRD. Effective BRD treatment involves both spectrum of control and bacterial sensitivity. Nuflor delivers both.

Spectrum of Control Unlike some other antibiotics, Nuflor (florfenicol) is approved for control of all three major bacterial causes of BRD with just one subcutaneous dose on arrival.

Sensitivity The major bacteria that cause BRD are highly sensitive to Nuflor, as shown below. In independent laboratory tests throughout 2002, these BRD bacteria were more sensitive to florfenicol (Nuflor) than to other antibiotics approved for high-risk cattle.

Percent Bacterial Sensitivity to Various Antibiotics in 2002 as Reported by Diagnostic Laboratories^{1,2}

	Florfenicol	Tetracycline	Tilmicosin ³
<i>Mannheimia (Pasteurella) haemolytica</i>	92%	49%	68%
<i>Pasteurella multocida</i>	94%	43%	61%
<i>Haemophilus somnus</i>	98%	77%	59%

Ease of Use In addition to killing power and long-lasting control, Nuflor offers one-dose convenience, BQA preferred route of administration and low incidence of site reaction. Plus Nuflor doesn't require special needles or crew training.

See your veterinarian for Nuflor, because Nuflor controls more BRD bacteria more effectively in high-risk, high-value calves.

Nuflor®
(FLORFENICOL)

QUICK KILL.
PERSISTENT CONTROL.



www.nuflor.com www.mycattle.com

 Schering-Plough Animal Health
EXPERTISE...COMMITMENT...VALUE



Do not use in female dairy cattle 20 months of age or older as use in lactating dairy cattle may cause milk residues. Not for use in cattle of breeding age. Do not use for calves to be processed for veal. Full Product Information found on page ____.

¹Data from independent diagnostic laboratories in Texas and Oklahoma. ²Following protocols of the NCCLS. ³Not indicated for *Pasteurella multocida* and *Haemophilus somnus*.
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