

# When Does It Make Sense to Treat for BRD? ASAP!

Respiratory Bacteria Multiply More Quickly Than You Might Believe



## Bacterial populations can double every 30 minutes.

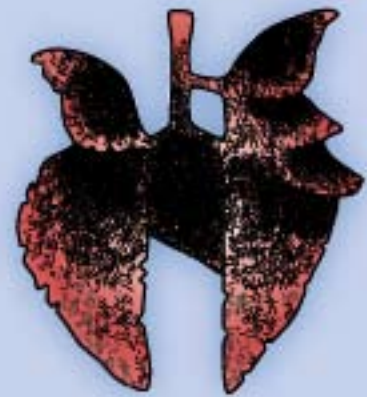
- Just 24 hours after a single organism invades the lungs, the population can be explosive, and by 48 hours it can be uncontrollable.
- As bacteria multiply, they give off toxins that produce pain, swelling, and inflammation in the lungs.
- The toxins also travel throughout the body and produce fever, depression, loss of appetite and weakness.

**A single infectious BRD organism can explode into trillions in less than 24 hours.**

Time	Number of Organisms
—	1
1 Hour	4
4 Hours	250+
8 Hours	65,000+
12 Hours	16,000,000+
16 Hours	4,000,000,000+
20 Hours	1,000,000,000,000+
24 Hours	281,000,000,000,000+



**Cattle lungs  
at the moment of infection**



**Cattle lungs  
24 hours after infection  
without protection**

## What to do?

- Give cattle both a non-steroidal anti-inflammatory and an antibiotic for Lung Protection Therapy (LPT).
  - The anti-inflammatory will break the vicious circle of inflammation.
  - The antibiotic will kill the bacteria that initiate the infection process.
- Administer Lung Protection Therapy (LPT) early to save lives and protect performance and profit.

**With BRD, fast-acting treatment is critical. Cattle need all the help you can give.**