



**MORE**  
Merck Animal Health Official Retail Expert



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**What's New from Merck Animal Health**

Pinkeye sounds like a minor problem. It's toll on production sounds like the national debt. There may be no disease in the cattle industry more economically underestimated than pinkeye.

University research has shown pinkeye can:

- Reduce weaning weight as much as 40-60 pounds\*
- Reduce milk production
- Increase treatment and labor costs
- Create profit losses of \$150,000,000 industry-wide in a single year

Pinkeye is not a disease to ignore. Here is what you can do about it.

**Piliguard Pinkeye Trivalent**

- Helps prevent attachment of target *M.bovis* bacteria strains expressing pili similar to those expressed by EPP63, FLA64, SAH38 strains
- Stimulates important antibodies in tears
- Stops pinkeye before it gets started
- Recommended vaccination is a single 2-ML dose, IM or SC in the neck
- Broad spectrum vaccine cross reacts with 43 different strains of *Moraxella bovis*



**Combination Vaccines**

**Piliguard Pinkeye + 7**

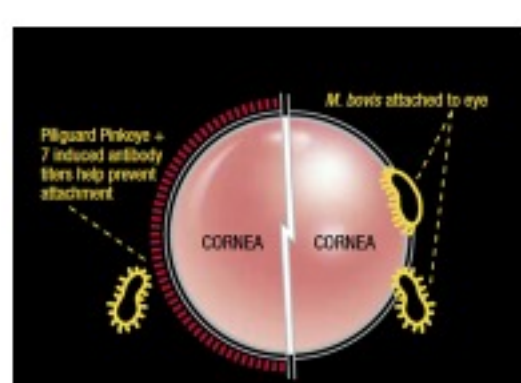
- Convenient and effective protection against both costly pinkeye and deadly blackleg
- Helps prevent attachment of *M.bovis* pili to the eye
- Helps prevent muscle, liver, and gut tissue infection from sudden-death clostridial diseases.
- Produced with unique ultra-filtration process for a more pure product
- Can be used in calves, cows, stockers, and feeders
- Recommended vaccination is two 5-ml doses, SC in the neck, 3 to 4 weeks apart



**20/20 Vision 7**

- Combination vaccine that aids in the prevention of pinkeye and major causes of clostridial diseases
- Recommended vaccination is 2 ml per head, revaccinate 3-4 weeks later

Piliguard Pinkeye +7	
<b>Pinkeye</b> <i>M. bovis</i>	<b>Liver Infection (Red Water)</b> <i>Cl. novyi</i> type B
<b>Muscle Infection (Black Leg)</b> <i>Cl. chauvoei</i> <i>Cl. septicum</i> <i>Cl. sordelli</i>	<b>Gut Infection (Purple Gut)</b> <i>Cl. perfringens</i> type C <i>Cl. perfringens</i> type D



**Preventing Pinkeye is as Easy as 1-2-3**

**1. VACCINATE**

- Vaccinate with Piliguard Pinkeye to stimulate the production of pinkeye fighting antibodies in the tears that bathe the eye

**2. STOP THE FLIES**

- Flies can rapidly spread pinkeye bacteria throughout your herd. Tag or pour with Double Barrel® VP ear tags and Ultra Boss® pour-on to provide up to five months of face fly and horn fly control.

**3. MANAGE THE ENVIRONMENT**

- Flies are attracted to damaged and watery eyes. So reduce irritants like seed heads, pollen and UV light by mowing tall pastures and adding shade where needed.

Learn more about preventing pinkeye [HERE](#).

**Tools for the Job**

Now is the time to get the right tools to combat pinkeye. Merck Animal Health has provided this easy to use product guide to help you customize a three-pronged approach that fits your operation. Click [HERE](#) to access the product guide.

**Merchandising Minute**

**Aftermarket Cattle Cooler Kit**

Already have a vaccine cooler in your store but could use some help organizing the cooler and promoting cattle vaccination protocols? Check with your Merck Animal Health representative to see if our Aftermarket Cattle Cooler Kit is right for your store.

Contains:

- Cooler Window Cling (above): 10" x 10"
- Cooler Side Magnet: 26" x 20"
- Cattle Shelf Vaccine Cards (16) (below)
- Cattle Shelf Background Inserts (2): 18.125" x 3.25"

Download the cooler kit materials information [HERE](#).

**Piliguard® Pinkeye Trivalent® 50 and 10 Dose**  
Aids in reduction of disease associated with infection by: *Moraxella bovis*

**When to Use:**  
• 2-3 weeks prior to onset of pinkeye season  
• Annual revaccination is recommended  
• Do not vaccinate within 60 days of slaughter

**Cattle Pinkeye**

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**Piliguard® Pinkeye 1 Trivalent 50 and 10 Dose**  
Aids in reduction of disease associated with infection by: *Moraxella bovis*

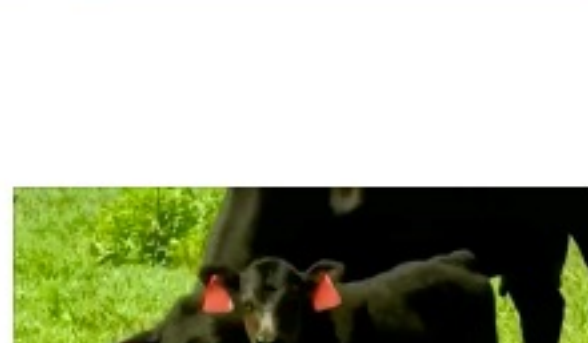
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**Cattle Pinkeye**

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**Social Media Post**

Click [HERE](#) to learn more about how to prevent a pinkeye outbreak.



**BrainShark Educational Series**



5-10 slides from Dr. Stewart's approved presentation.