

1 POST DEHORNING PAIN NOW TAKEN CARE OF

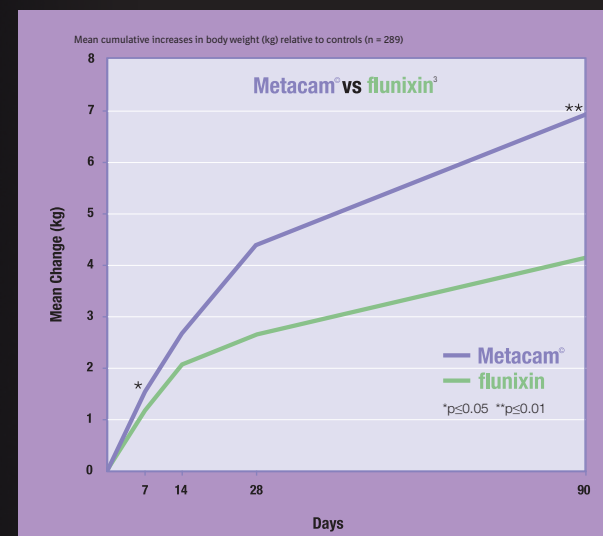
Metacam® 20 mg/ml solution for injection for cattle, pigs and horses and Metacam® 40 mg/ml solution for injection for cattle and horses contain meloxicam. UK: POM-V. Advice should be sought from the prescriber. Further information available in the SPCs or from Boehringer Ingelheim Animal Health UK Ltd, RG12 8YS, UK. Tel: 01344 746957. Email: vetenquiries@boehringer-ingelheim.com. Metacam® is a registered trademark of Boehringer Ingelheim Vetmedica GmbH, used under licence. ©2021 Boehringer Ingelheim Animal Health UK Ltd. All rights reserved. Date of preparation: Mar 2021. BOV-0083-2021. Use Medicines Responsibly.



2 PNEUMONIA CARE CONTINUES

1. Friton GM *et al.* (2004) Berl. Munch. Tierarztl Wschr 117:304-309. 2. Okkinga *et al.* (1998) XX. WBC Sydney. 3. Schmidt H *et al.* (2000) XXI. WBC, 4-8, 12, Uruguay. 4. Heinrich A *et al.* (2009) J Dairy Sci 92:540-547. 5. Stewart M *et al.* (2009) J Dairy Sci 92:1512-1519. 6. Heinrich A *et al.* (2010) J Dairy Sci 93:2450-2457. 7. Coetzee JF *et al.* (2012) BMC Vet Res 8(1):153. 8. Todd *et al.* (2007) Proceedings of the 41st ISAE, Mexico.

PNEUMONIA CAN COMPROMISE WEIGHT GAIN AND CAUSE SIGNIFICANT FINANCIAL LOSS



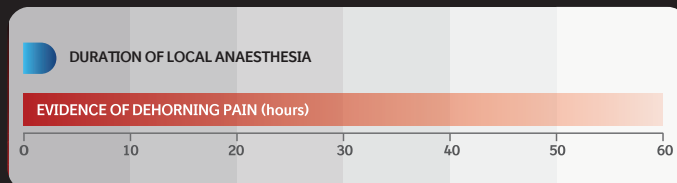
ADD METACAM® TO ANTIBIOTIC THERAPY
FOR EVERY CASE OF PNEUMONIA

- Long-acting Metacam® has a 3 day effect^{1,2}
- Long-acting Metacam® increases weight gain in acute respiratory disease more than flunixin³
- Long-acting Metacam® effectively reduces fever in acute respiratory disease³

MAKE TREATMENT OF PNEUMONIA
A MORE PRODUCTIVE EXPERIENCE


metacam®

LOCAL ANAESTHESIA FALLS SHORT OF PAIN DURATION^{4,5}



- Long-acting Metacam[®] provides time-appropriate pain relief⁶
- Metacam[®] improves calves' well-being and allows them to behave normally⁶
- Metacam[®]-treated calves gained more weight over 10 days post-dehorning⁷

MAKE DEHORNING A MORE COMFORTABLE EXPERIENCE



3 SCOUR CARE CONTINUES TOO

Diarrhoea is a leading cause of calf morbidity in pre-weaned calves

- Long acting Metacam[®] plus oral rehydration therapy speeds up recovery in calf scour⁸
- Calves gained an additional 0.5 kg/week⁸
- Metacam[®]-treated calves were more comfortable^{†8}

MAKE SCOUR A SHORTER EXPERIENCE FROM NOW ON



[†]Spent more time resting and recovering than controls



THREE THINGS METACAM[®] TAKES CARE OF



A GUIDE TO THE USE OF
METACAM[®] IN CALVES

