

THE BEST ADVICE

Heavy lice infestations cause irritation which results in reduced lying time and feeding leading to reduced weight gain. Itching and rubbing against feed barriers disrupts feeding and results in hair loss, most often over the neck and shoulders.

Treating up to five weeks pre-housing means:

- ✓ Cattle are **FREE** from parasites weeks before housing; potentially delivering higher weight gains.
- ✓ The immune system has time to recover from parasite challenge pre-housing, possibly leading to better responses to respiratory vaccines.
- ✓ Cattle cope better with the stress of housing.
- ✓ Control of lungworm pre-housing can help to reduce the risk of pneumonia.

LICE FREE GUARANTEE

THE BEST VALUE

ZERMEX® 0.5% w/v Pour-On for Cattle offers a peace of mind **LICE FREE GUARANTEE** from Housing to Turnout*...



If lice persist following treatment and the management conditions have been met, Downland will provide additional product **FREE** of charge to re-treat your cattle.

To find your local **Downland** retailer visit:
www.downland.co.uk

¹ Against *Ostertagia Ostertagi* for 5 weeks and *Dictyocaulus viviparus* for 6 weeks after a single dose giving and 8-10 week dosing interval.

² Control of Worms Sustainably (COWS) www.cattleparasites.org.uk

* Animals treated with **ZERMEX® 0.5% w/v Pour On** for Cattle from five weeks pre-housing to four weeks post-housing will remain free from lice from housing to turn-out, so long as the management conditions are met. Full terms and conditions are available from your local Downland retailer.

ZERMEX® 0.5% w/v Pour-On for Cattle contains moxidectin, POM-VPS. May be prescribed by any Registered Qualified Person (RQP - a veterinarian, a pharmacist or an appropriately qualified RAMA). For further information see the SPC, farmers should contact their animal medicines supplier RAMA, veterinary surgeon or Downland Marketing Ltd, Warwick Mill, Warwick Bridge, Carlisle CA4 8RR. Use medicines responsibly: www.noah.co.uk/responsible. MM-22211

DOWNLAND®

PARTNERS IN FARMING HEALTH

Stay Lice Free from Housing to Turnout*

ZERMEX®

0.5% w/v Pour-On for Beef and Dairy Cattle

- ✓ Longest Dosing Interval
- ✓ High Potency
- ✓ Short Meat Withdraw Period
- ✓ Rainfast
- ✓ Lice Free Guarantee



www.downland.co.uk



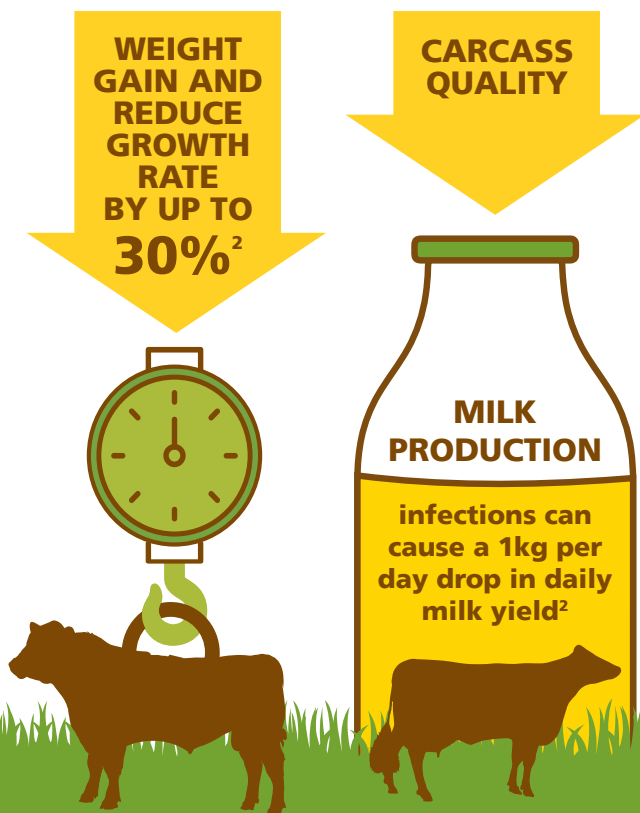
LONGEST POUR-ON DOSING INTERVAL¹

THE BEST ADVICE

All grazing cattle are exposed to gut worms and consequently can suffer production losses; younger cattle are most at risk of disease until they acquire immunity.

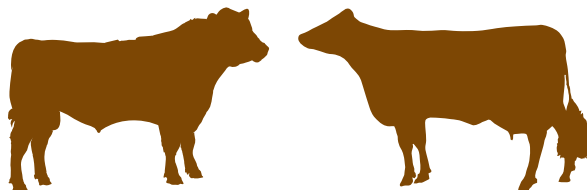
GUT WORMS REDUCE:

- Weight gain and growth rate by up to 30%²
- Carcass quality
- Milk production - infestations can cause a 1kg per day drop in daily milk yield²



THE CORRECT PRODUCT

Long Lasting Worm Control of your Herd for Optimum Performance



ZERMEX®

0.5% w/v Pour-On for Cattle offers a unique combination:

Longest dosing interval with a 14 day withhold period

= Potential for higher daily live weight gain

There are many products available to help with the control of parasites; When choosing products for your livestock farm's needs it is important to make an informed choice: Choosing the appropriate active ingredients is key in ensuring ideal livestock performance and reducing risk of resistance. Incorporate a rotating regimen of active ingredients will help to minimise the risk of anthelmintic resistance. This should be discussed with your animal health adviser.

