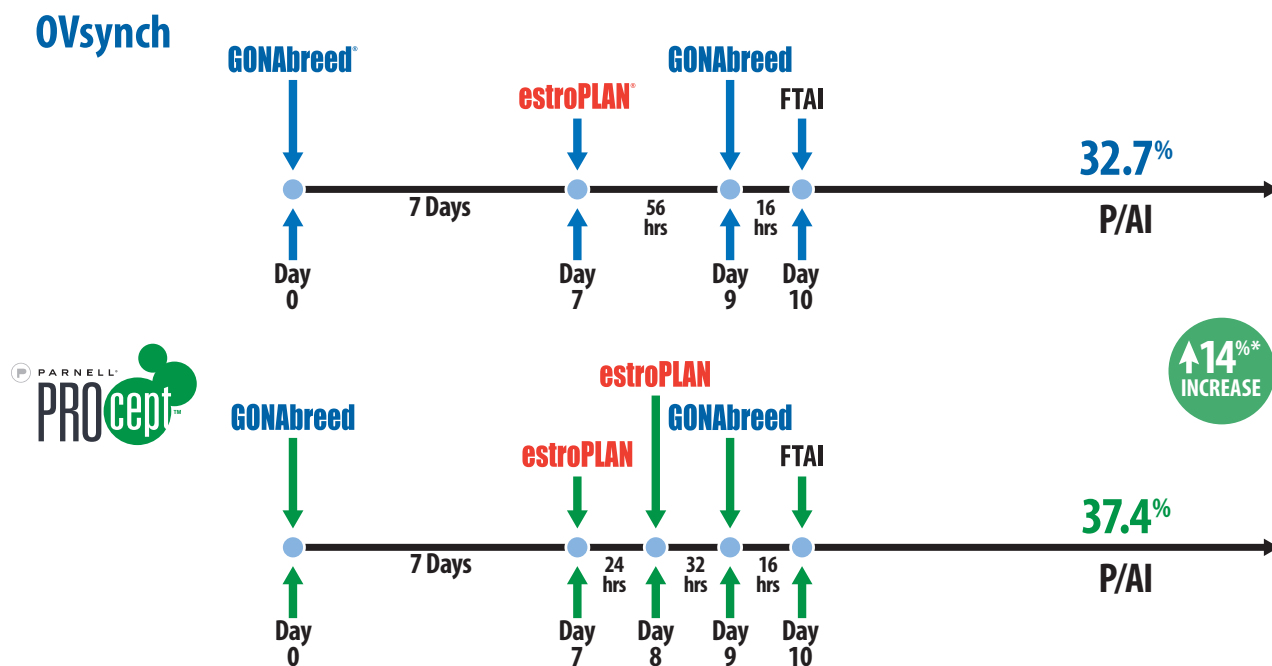


Get More Cows Pregnant the First Time

By utilizing the Parnell[®] PROcept[™] fertility protocol, you could reduce the number of cows in your resynch protocol while increasing your overall fertility rates.¹

Parnell is committed to finding new and innovative ways to improve dairy herd fertility. That is why we developed Parnell PROcept. The Parnell PROcept protocol adds an additional injection of **estroPLAN[®]** (cloprostenol sodium) 24 hours after the first **estroPLAN** injection. Our research shows a 14% relative increase in pregnancies per timed artificial insemination 2nd and 3rd lactation cows using the Parnell PROcept breeding protocol compared to an Ovsynch protocol. There was no significant increase in pregnancies per timed AI in heifers or 4th lactation or greater cows.

For additional information on Parnell PROcept, **estroPLAN** or **GONAbreed[®]** contact your Parnell representative or go to www.parnell.com



* In 2nd and 3rd lactation cows only.



¹ REFERENCE: Wiltbank M., Baez G., Cochrane F., Barletta R., Trayford C., Joseph R.: Effect of second treatment with prostaglandin F_{2α} during the Ovsynch protocol on luteolysis and pregnancy in dairy cows. Journal of Dairy Science, 98:8644-9353.

PRECAUTIONS: FOR ANIMAL USE ONLY, NOT FOR HUMAN USE. KEEP OUT OF REACH OF CHILDREN. Women of child-bearing age, asthmatics and persons with bronchial and other respiratory problems should exercise extreme caution when handling this product. In the early stages, women may be unaware of their pregnancies. **estroPLAN** is readily absorbed through the skin and may cause abortion and/or bronchospasms: direct contact with the skin should therefore be avoided. Accidental spillage on the skin should be washed out immediately with soap and water.

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