

How to use and apply ESTROTECT™

Critical for Best Results

KEEP HEAT DETECTORS WARM



The detector should be warmed to 100° F or 38° C immediately prior to application. This activates the adhesive and provides instant adhesion at lower temperatures. This can be done in numerous ways including putting next to your skin **until they are**

soft and flexible. Warming inside clothing is okay for small quantities. For large quantities put the detectors in a small cooler with a hot water bottle or other heat source, as this is more effective and consistent. The ESTROTECT™ Heat Detector should be soft and flexible at application for optimal adhesion.

SITE OF APPLICATION



Ideal location for placement on the cow is between the hip and tail head with ESTROTECT™ evenly spaced perpendicular to the spine.

BRUSH HAIR THOROUGHLY



Create optimal conditions for adhesion by vigorously brushing the coat across the backbone on the back half of the cow. Brush with the grain of the hair to remove dirt, dust and shedding hair. The ESTROTECT™ Rubber Brush is recommended as it does not raise excess dust and oil.

Note: Protect detectors from tail flicking by placing them near the top of the tail when fly counts are high.

CLEAN THE HAIR



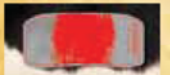
Clean the surface area with an ESTROTECT™ Cleaning Cloth to completely remove any remaining dirt, dust, sand or sawdust. As with brushing, wipe with the grain of the hair and fold the cleaning cloth as needed. The ESTROTECT™ Cleaning Cloth is effective as long as it is sticky. A painter tack cloth may be used as an alternative if the ESTROTECT™ Cleaning Cloth is not available.

HEAT DETECTOR APPLICATION



Place heat detector on the application site, press down firmly and rub into hair with bare fingers. Do not apply in rainy weather.

CHECK FOR RESULTS



BREED



DON'T BREED

ESTROTECT™ works like a scratch-off card. When cows have been mounted, the detector's silver surface is rubbed off by the

friction of the mounting and will begin to show the indicator color (red/orange, green, blue, yellow or fuchsia). With each mount, the surface will gradually turn from silver to its indicator color indicating a true standing heat. (Approximately 50% of the silver scratch-coat removed should indicate standing heat). When the ESTROTECT™ detector is activated by mounting activity, the indicator color should appear very shiny and polished. Indicator color will be less prevalent in high stress environments, hot weather, high production or in crowded conditions as cows may be less inclined to mount.

Various programs using the different colors exist – Use a different color for each insemination to define how many times the animal has been bred. A comprehensive management program can be downloaded from www.estroprotect.com.



ESTROTECT™ HEAT DETECTOR GUARANTEE

If you use ESTROTECT™ Heat Detectors for your heat detection aid and do not get equal or better results than your previous method, we will either replace the product or refund the purchase price, your choice.

Put your trust in ESTROTECT™ Heat Detectors for your heat detection program. With ESTROTECT™, you'll get mounting evidence you can rely on!

For more information on ESTROTECT™ Heat Detectors visit www.estroprotect.com or call +1-800-559-9704

WARRANTY STATEMENT

This product is guaranteed free of defects in material and workmanship for two years from the date of manufacture. Suitability of the product for the Buyer's intended purposes is the responsibility of the Buyer. Liability is limited to the replacement value of the product.

For more information contact your local EastGen representative!

    www.eastgen.ca



EastGen

Invested in your future.

ESTROTECT™ HEAT DETECTOR

Mounting Evidence.™ Without a Doubt.



DON'T BREED



BREED



Available in 5 colors

Reproduction programs are a critical component of any dairy or cow/calf operation and reproductive success depends largely on heat or estrus detection.

Detecting cows in standing heat is important and evidence of a cow being mounted is essential. ESTROTECT™ Heat Detectors provide mounting evidence.

— ABOUT ESTROTECT™ HEAT DETECTORS —

- Simple and convenient “scratch-off” technology.
- Economical.
- Highly effective.
- Management tool for A.I. programs or embryo transfer recipients.
- Available in five fluorescent colors.



AVAILABLE IN 5 COLORS!



— HOW ESTROTECT™ HEAT DETECTORS WORK —

- Self-adhesive ESTROTECT™ Heat Detectors are placed between the hip and tail head.
- Unlike other heat detection aids, ESTROTECT™ Heat Detectors indicate the advancing degrees of heat.
- The silver ESTROTECT™ Heat Detector scratch-off surface is removed via friction each time a cow or heifer is mounted.
- When more of the fluorescent color indicator is visible than the silver scratch-off surface, the closer the cow or heifer is to standing heat.
- The photos above illustrate an ESTROTECT™ Heat Detector during different stages of use.

— HEAT DETECTION ECONOMICS —

- Failing to detect heat and/or incorrect detection of estrus can result in significant economic losses.
- Missing a heat cycle can cost anywhere from \$2 to \$6 a day for an individual cow.
- At approximately \$1.30 (USD) per ESTROTECT™ patch, the economics show the value of a heat detection aid that works.

— WHY ESTROTECT™ HEAT DETECTORS? —

Apply once per cycle. Alternative tail paints and paint sticks must be applied or touched up daily.

Detect advancing heat. Other detectors are activated by one mount, sometimes for as little as 3 seconds. ESTROTECT™ Heat Detectors can minimize “false positives” due to product design that scratches off and works over time.

Increased accuracy. Heat detection accuracy using scratch-off technology is greater than 90% when compared to vigorous visual observation and penile deviated bulls (Source: 2005 South Dakota State University).

Self-adhesive convenience. ESTROTECT™ Heat Detectors are simple to use with highly effective results.

ESTROTECT™
HEAT DETECTOR

Mounting Evidence.™
Without a Doubt.

