PRID® DELTA

flying high in fertility

reprodAction™

CEVA
PRID® DELTA is the revolutionary Progesterone Releasing Intravaginal Device that optimises beef and dairy cattle fertility.

Ceva Animal Health, Europe’s leading cattle fertility experts, have re-designed its successful PRID® DELTA for optimum convenience.

PRID® DELTA provides a controlled release of 1.55g natural progesterone with an applicator gun designed for cow comfort.

PRID® DELTA with a grip tail to aid removal.
Better fertility matters

Better fertility means MORE MILK AND PROFIT

Herd net return in dairy cows is strongly associated with reproductive performance and increases by:

- increasing milk productivity
- increasing the production of calves
- improving selective culling
- reducing the reproductive and involuntary culling
- reducing the reproductive cost per pregnancy

Impact of calving interval on milk production of two cows over three years.
Cow 1, pregnant 60 DIM produced 251Kg of milk/year more than cow 2, pregnant at 200 DIM.

Better fertility means MORE CALVES

In both dairy and beef herds more deliveries in the same period of time increase the net return of the herd.
Better fertility means EFFICIENT HEIFER MANAGEMENT

Heifers not becoming pregnant in time means extra rearing cost due to increased feeding costs and an impact in milk yield at first lactation.

Milk yield during first lactation vs age at first calving (n = 172,421 dairy cows). Age at first calving affects milk production at first lactation.

Better pregnancy rate means INCREASED NET RETURN

The economic value (net return) of the herd increases as the reproductive performance (21 day pregnancy rate) increases.

The economic gain of increasing the 21-d PR from 15% to 20% is 50 euro/cow/year.
PRID® DELTA Optimum fertility for profitable reproduction

PRID® DELTA is the progesterone releasing intravaginal device with the most progesterone available on the UK market

Why is progesterone supplementation so important in the modern dairy cow?

Progesterone and oestrogen are steroid hormones and have an impact on the expression (duration and strength) of oestrus behaviour. Work done (Sangstirong et al. 2004) showed that high yielding cows have a significantly increased liver blood flow and therefore a higher metabolism of these hormones reducing their blood levels. This may explain why high yielding cows show a shorter duration of oestrus (Lopez et al. 2004).
Strategic uses of progesterone

Synchronisation of oestrous and ovulation in cycling cattle

Synchronisation of batches of heifers and cows to allow artificial insemination.

Insemination without oestrous detection to avoid failures due to poor oestrous detection or expression.

Accurate synchronisation of donors and recipients in embryo transfer and in vitro fertilisation (IVF) programs.

Induction and synchronisation of oestrous in non-cycling cattle

Effective resumption of cyclic ovarian activity in dairy cows with different anoestrus conditions (presence of small follicles, large-follicle anovular condition).

Effective resumption of cyclic ovarian activity in suckling anoestrus in beef cows.

Standard protocol

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<table>
<thead>
<tr>
<th>Event</th>
<th>Time relative to calving</th>
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<tbody>
<tr>
<td>Calving</td>
<td>0</td>
</tr>
<tr>
<td>PRID® DELTA in</td>
<td>D0</td>
</tr>
<tr>
<td>Enzaprost T (PGF2α)</td>
<td>24h before removal</td>
</tr>
<tr>
<td>PRID® DELTA out</td>
<td>D50</td>
</tr>
<tr>
<td>Insemination or Mating</td>
<td>56h after removal</td>
</tr>
<tr>
<td>Syncrostim (eCG)</td>
<td>in non-cycling animals</td>
</tr>
<tr>
<td>Or 48 &amp; 72h after removal</td>
<td>Or at observed heats</td>
</tr>
</tbody>
</table>
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PRID® DELTA

D 0

D 50

Insemination

or Mating

Al at Fixed Time:

56h after removal

Or 48 & 72h after removal

Or at observed heats

Syncrostim (eCG)

in non-cycling animals
PRID® DELTA flies high in fertility!

More progesterone

PRID® DELTA is the progesterone releasing intravaginal device with the most progesterone available in the market and achieves higher plasma progesterone levels.

More comfortable

PRID® DELTA’s triangular shape allows more even pressure distribution on the reproductive tract, with both sides completely leaning against the vagina’s inner wall, for both maximal surface contact and comfort.

1.55 g of progesterone

1.38 g of progesterone
Better tolerance

**PRID® DELTA** minimises local reactions in the vagina with a low level of vaginal secretions and no impact on fertility!

Optimal retention rate and easy removal

**PRID® DELTA** has retention rates of 98%.

Local reactions at day 7

- **T-shaped device**: 25% (n=319)
- **PRID® DELTA**: 0% (n=103)

Retention rate

- **T-shaped device**: 98.1% (n=103)
- **PRID® DELTA**: 98.1% (n=103)

Progesterone device comparison

<table>
<thead>
<tr>
<th></th>
<th>T-shaped device</th>
<th>PRID® DELTA</th>
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</thead>
<tbody>
<tr>
<td>Surface area</td>
<td>120cm²</td>
<td>155cm²</td>
</tr>
<tr>
<td>Amount of progesterone</td>
<td>1.38g</td>
<td>1.55g</td>
</tr>
</tbody>
</table>

**PRID® DELTA** has 29% more surface area and contains 12% more progesterone than a T-shape device.
How to use PRID® DELTA

PRID® DELTA is intended for single use only. It is inserted through a unique applicator suitable for use in mature cows and heifers. Clean and disinfect the applicator before and after each use.

Latex gloves are required at all times when handling progesterone devices

How to insert PRID® DELTA:

• Bend the device only once before inserting in the applicator. Ensure the grip tail is in the appropriate slot.
• Lightly lubricate the distal end of the applicator with an obstetrical lubricant.
• Clean the animal’s vulva before gently inserting the applicator in the vagina.
• Once the applicator has reached the end of the vagina, smoothly press on the handle to release the device.
• Remove the applicator gently and ensure the grip tail is outside the vulva.

How to remove PRID® DELTA:

• Remove the device by gently pulling on the exposed grip tail.
• The grip tail provides easy removal in farm conditions.

Complete insertion guide and video are also available upon request.

Withdrawal period:

• Meat and offal: zero days
• Milk: zero days

During the treatment, meat, offal and milk can be sold for human consumption.
PRID® DELTA is licensed for the control of the oestrus cycle in beef cows, dairy cows and heifers including:

- Cycling cattle
- Non-cycling cattle

PRID® DELTA improves the fertility performance of your cows and therefore increases the net return of your herd by:

- Reducing open days
- Increasing pregnancy rates
- Getting heifers pregnant at the right time
PRID® DELTA new grip tail: Preserved efficacy, improved user experience

- Comfortable and with a controlled progesterone release
- For oestrous synchronisation and Fixed Timed Artificial Insemination
- Efficacious in cycling and non-cycling cows and heifers
Applicator with a bevelled tip for easier insertion in heifers

Easy to use and robust applicator

Grip tail design for easy removal

Applicator with a bevelled tip for easier insertion in heifers
Best timed AI programs endorsed by the Dairy Cattle Reproduction Council (DCRC) can be found at https://www.dcrcouncil.org/resources/reproduction-protocols.aspx


Economics of fertility in high-yielding dairy cows on confined TMR systems. Cabrera VE 2014. Animal 8, 211-221


Speak to our Technical Team for advice on reproductive management solutions and to your Ceva Ruminant Territory Manager for further information and support.
PRID/DELTA 1.55g Vaginal delivery system for cattle

COMPOSITION: progesterone 1.55 g per device.

INDICATIONS: For the control of the oestrus cycle in cows and heifers including: Synchronisation of oestrous in cycling cattle. To be used in combination with a prostaglandin (pGF2). Induction and synchronisation of oestrous in non cycling cattle. To be used in combination with a prostaglandin and equine Chorionic Gonadotropin (eCG, in the past called pMSG). CONTRA-INDICATIONS: Do not use in sexually immature heifers. Do not use before 35 days have passed since previous calving. Do not use in animals suffering from infectious or non-infectious disease of the genital tract. Do not use in pregnant animals. See section Use during pregnancy and lactation. ADVERSE REACTIONS: During the course of the seven day treatment, the device may induce a mild local reaction (i.e. inflammation of the vaginal wall). A clinical study carried out with 319 cows and heifers has demonstrated that 25% of animals presentedropy or cloudy vulvar secretions at the device removal. This local reaction disappears rapidly without any treatment between removal and insemination and does not affect fertility at inseminations nor pregnancy rates. If you notice any serious effects or other effects not mentioned in this leaflet, please inform your veterinary.

DOSAGE, ROUTE AND METHOD OF ADMINISTRATION: Vaginal use. 1.55 g of progesterone / animal for 7 days. Using an applicator, insert one device into the vagina of the animal. The intravaginal device should stay in place for 7 days. In cycling cattle, the device has to be used in combination with a prostaglandin, injected 24 hours prior to removal of the device. In non cycling cattle, an injection of a prostaglandin must be done 24 hours prior to removal of the device and an injection of eCG at the time of removal. The device is intended for single use only.

WITHDRAWAL PERIOD: Meat and offal: zero days. Milk zero days. During the treatment meat, offal and milk can be delivered for human consumption CATEGORY: List II. pOMV.

PRESENTATIONS: cardboard box containing 10 sachets of 1 device. polyethylene box containing 50 sachets of 1 device. Sachet containing 10 devices.

NAME AND ADDRESS OF THE MARKETING AUTHORISATION HOLDER: CEVA SANTE ANIMALE - 10 av. de la Ballastière - 33500 LIBOURNE.

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