

Seal in your profits with **SureSeal**[®]

650 mg/g bismuth subnitrate



**Hygienic
administration
tips to maximise
your benefits**




Norbrook[®]

Hygiene

Hygiene is important whenever we place medication into the cow's teat.

Good hygiene practices involve:

- Keeping the environment and yourself clean.
- Preparing the teat end by proper disinfection practice.
- Keeping the tip of the intramammary product clean.

Good hygiene practices when drying off prevent the introduction of bacteria into the udder, thus preventing clinical mastitis shortly after dry off.

Poor hygiene at drying off leads to bacteria being directly administered along with the intramammary product into the udder. This places the cow at risk of clinical mastitis and may lead to an outbreak of mastitis in your herd.

Your veterinarian will advise on the most appropriate treatments for your herd at drying off. These treatments both cure current infections present at drying off and reduce subclinical mastitis, and also prevent new infections and control clinical mastitis in the next lactation. Together with the correct hygienic administration technique, these treatments maximise the benefits of mastitis control over the dry period.

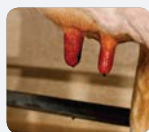
Your vet's help and advice on using the appropriate treatments for your farm and administering them hygienically, can lead to reduced clinical and subclinical mastitis and improved productivity in your herd in the next lactation.



Presentation: 100 applicators

Tips to help improve your hygiene when administering **SureSeal**

- ✓ Always follow the same treatment routine for each cow.
- ✓ Ensure your gloves and arms remain clean. Wash between cows if necessary.
- ✓ Replace worn gloves immediately.
- ✓ Udders which are excessively wet or dirty must be cleaned and dried first using paper towels.
- ✓ Flick the cap off the end of the syringe without touching the tip so it remains sterile.
- ✓ Insert intramammary tubes no more than 3 mm into the teat opening.
- ✓ Administer the antibiotic dry cow treatment first and massage up into the udder before administering SureSeal.
- ✓ Gently close off the base of the teat canal before administering SureSeal. SureSeal should stay in the teat canal and not enter higher into the gland itself.
- ✓ Cover teats entirely with teat spray after treatment.
- ✓ Move cows shortly after administration of SureSeal to a nearby clean pasture. It is important that cows are walked calmly and that distance is limited to prevent extra pressure on the teat canal.



Seal In Your Profits With **SureSeal**.

Tips for best practice administration

Always wear gloves at drying off

Gloves provide protection from transmitting bacteria between cows. They are a much smoother surface for cleaning, making it easier to remove bacteria from your hands. This helps to prevent introducing a new infection into the udder by decreasing the bacteria that come in contact with the teat end when touched by a hand by as much as 98%¹. To minimise the risk of mastitis, always use gloves at drying off to protect cows during this most vulnerable period.



Dual tip insertion

Research has shown that, when compared with traditional insertion, an optimal insertion depth of up to 3 mm into the teat canal reduces the damage to the teat canal and also the number of new intramammary infections at drying off². Norbrook's dual insertion syringe has a removable cap that offers both a traditional syringe length and also a shorter 'optimal insertion' length to make optimal insertion easier for you.



Tips to reduce your risk of introducing a new infection to an udder at drying off

- ✗ Never administer a contaminated intramammary syringe: if anything touches the tip of the syringe, the tube must be discarded.
- ✗ Never re-use teat wipes.
- ✗ Use only one side of teat wipes, as the side in contact with your hand is contaminated as soon as you touch it.
- ✗ Antibiotic dry cow and SureSeal are administered separately. Disinfect the teat end between each process.
- ✗ There is no requirement to warm SureSeal as it is easily administered without heating.

References

- 1) Riekerink et al. 2008 'Comparing bacterial counts on bare hands with gloved hands during milking', In Mastitis Control: From Science to Practice: Proceedings of International Conference on Mastitis Control pp77-82
- 2) Boddie et al. 1990 'Use of Modified Antibiotic Syringes to Reduce Mastitis', in Agri Practice pp6-12
- 3) McDougall, S 2014, 'Comparative efficacy of two internal teat sealants on 3 New Zealand dairy farms', in Proceedings of the XXVIII World Buiatrics Congress, Cairns, Australia, pp. 64-65



Available from your vet, **SureSeal** is the new cost effective way to seal in your profits this season with:

- **Unique formulation containing bismuth and iodine as a preservative.**
- **Decreased incidence of new intramammary infections. Resulting in both:**
 - Less production losses associated with subclinical mastitis³
 - Decreased incidence of clinical mastitis in the first 30 days after calving³
- **Easy application:**
 - Even on cold New Zealand mornings, making life easier for you!

New infections from environmental bacteria into the udder occur most often during the first two weeks of drying off. This is because some cows' keratin plugs, the natural barrier which prevent bacteria entering the teat canal, do not form until after this period. This leads to a greatly increased risk of both subclinical and clinical mastitis in the next lactation.

SureSeal helps to prevent these new infections during this high risk period and continue reducing risk for the remaining dry period until calving, by providing a physical barrier to new infections. Minimising this risk reduces both subclinical and clinical mastitis in the next lactation.

For more information on SureSeal, please visit

www.facebook.com/suresealnz

www.suresealteatsealant.co.nz

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