SecureCattle

Stress affects all cattle, on every operation, regardless of location or management approach.

SecureCattle was the first innovative pour-on product of its kind, easy to use and designed to help your cattle better cope with stress. Inspired by nature, it replicates the bovine appeasing pheromone (BAP), naturally secreted by the sebaceous glands of the mammary skin, to reassure calves.

SCIENTIFICALLY PROVEN
RESEARCH IN PEER REVIEWED SCIENTIFIC JOURNALS

EASY-TO-USE
LOW VOLUME POUR -ON, NO INJECTION

TRUSTED GLOBALLY
MILLIONS OF DOSES SOLD WORLDWIDE

When can I use SecureCattle ?

HANDLING / PROCESSING • TRANSPORT
WEANING • DEHORNING • CASTRATION
COMMINGLING & AGGRESSION • CALVING
GRAFTING • DRY-OFF • BREEDING
MILKING • TREATMENT / VACCINATING

Pour on. Stress gone.

No adverse effects / no residues
Veterinary health product NN.E4B9



NovaVet

SecureCattle®
Distributed by NovaVet in Canada

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BENEFITS

- Easier adaptation to stress, reduced fighting
- Increased milk production and improved quality
- Reduction in somatic cell count
- Decreased incidence of retained placenta
- Improved average daily gain and feed conversion
- Optimization of meat pH, reduction of dark cutting/B4
- Easier regrouping and animal handling
- Reduced treatments in high-risk feedlot calves
- Enhanced immune response to vaccines
- Easier calf weaning

RESEARCH

There has been a significant amount of research published in leading scientific journals globally that has established the benefit of maternal bovine appeasing substance (mBAS) use in cattle of all ages and stages to alleviate stress and improve productivity and well-being.
All mBAS research published prior to 2023 was done using SecureCattle by the SIGNS/IRSEA group.

HOW IT WORKS

Cattle detect bovine appeasing pheromone (BAP) through their vomeronasal organ which transmits the message to the brain. The message is passed to brain areas that control emotions and the various physiological mechanisms they influence. The brief action allows the animal to use it's adaptive abilities without being overwhelmed by stress. SecureCattle's proprietary formulation was created to optimize delivery to the target organ.

Duration of action: 15 days

HOW TO APPLY

For all cattle, apply a single 5 mL dose of SecureCattle.



Shake well before using and then remove the cap.



Attach the pre-calibrated 5 mL dosing applicator.



Apply the entire 5 mL dose to the animal on the top of their neck in a single location between the poll and withers (nuchal skin area).

PRODUCT COMPARISON

	SecureCattle	Competitor	
Bottle Size	1000 ml	1000 ml	
Dose (mL per head)	5 ml	< 200 lb	> 200 lb
		5 ml	10 ml
Treatment Location(s)	Top of Neck	Muzzle & Top of Neck	
Head Treated Per Bottle	200	< 200 lb	> 200 lb
		200	100
Active Ingredient Concentration	1%	10%	

ONE SINGLE, 5 mL DOSE
OTHERS ARE 10 mL

APPLY TO ONE LOCATION
OTHERS REQUIRE 2

TREATS 2X HEAD PER BOTTLE
WHEN CATTLE IS OVER 200 LBS.

SecureCattle's proprietary formulation optimizes its ability to reach the target organ quickly with one, convenient dose.

This is the reason the competitor requires you to deliver 17.2 TIMES the amount of active ingredient per dose and apply it in TWO LOCATIONS to get the same results.