



THE RIGHT PROTECTION. THE RIGHT TIME.

**RIGHT WHERE THE
THINGS YOU NEED FOR
BRD PREVENTION MEET.**

Elanco

NUPLURA® PH+

NUPLURA® PH+ vaccines protect against bacterial and viral pathogens that cause the majority of BRD cases.¹

FAST + STRONG

- NUPLURA PH+ provides protective immunity in as few as 10 days after vaccination—the fastest *Mannheimia haemolytica* immunity claim granted on the market
- Fast and strong protection can be used prior to and during periods of elevated stress such as changes in weather, weaning, branding, shipping and commingling

POWERFUL + ADVANCED

- Demonstrated a significant reduction in lung lesions from 21.69% in the control group to 6.82% in the NUPLURA PH+ group⁴
- Combines two powerful virulence factors for strong and effective protection:

Recombinant technology results in consistently high levels of pure leukotoxin in every dose.



Purified outer membrane proteins reduce the endotoxin load, allowing for minimal adverse reactions like fevers, sweats and other adverse events.

SMOOTH + SAFE

- Safe and gentle^{2*} on calves as young as 28 days—calves can stay on-feed, and have minimal sweats and other setbacks³
- Combines the ease of NUPLURA PH with the powerful protection of Titanium® for a smooth, visible difference with minimal swelling at injection sites³

FLEXIBLE + CONVENIENT

- NUPLURA PH+ offers options for BRD prevention in one vaccine, meaning less stress on the animal and less labor and time to administer

Deliver the right protection at the right time for the right animal:

NUPLURA PH+BVD delivers additional protection against BVD Types 1 and 2

NUPLURA PH+3 delivers additional protection against IBR and BVD Types 1 and 2

NUPLURA® PH+ DELIVERS THE FASTEST PROTECTION AGAINST *M. HAEMOLYTICA*, THE LEADING CAUSE OF BRD.

Now add smooth and powerful, and it's check, check and check.

| | NUPLURA PH+BVD | ONE SHOT® BVD | NUPLURA PH+3 | PYRAMID 3 + PRESPONSE® SQ |
|--|---------------------------------------|---------------|---------------------------------------|---------------------------|
| FAST Days until protective immunity against <i>M. haemolytica</i> | As quick as 10 days after vaccination | No claim | As quick as 10 days after vaccination | No claim |
| SAFE Age proven safe for use | 28 days | No claim | 28 days | No claim |
| SMOOTH Uses only outer membrane proteins reducing harmful endotoxins | ✓ | | ✓ | |
| POWERFUL Recombinant leukotoxoid for a strong immune response | ✓ | | ✓ | |
| PROTECTION Effective against the following causes of BRD: | | | | |
| <i>M. haemolytica</i> | ✓ | ✓ | ✓ | ✓ |
| BVD Type 1 | ✓ | ✓ | ✓ | ✓ |
| BVD Type 2 | ✓ | ✓ | ✓ | ✓ |
| IBR | | | ✓ | ✓ |

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NUPLURA® PH+

™

To learn more about NUPLURA PH+ vaccines, contact your herd health veterinarian, Elanco sales representative or technical consultant, or visit NUPLURA.COM

The label contains complete use information, including cautions and warnings. Always read, understand and follow the label and use directions.

* This study was conducted with NUPLURA PH; lack of interference with *M. haemolytica* immunity has been demonstrated with NUPLURA PH+; Elanco Animal Health. Data on file.

¹ Brooks KR, Raper KC, Ward CE, Holland BP, Krehbiel, CR, Step DL. Economic Effects of Bovine Respiratory Disease on Feedlot Cattle During Backgrounding and Finishing Phases. Oklahoma Agricultural Extension Station Publication P-1027, Oklahoma State University.

² Elanco Animal Health. Data on file.

³ Elanco Animal Health. Data on file.

⁴ Elanco Animal Health. Data on file.

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