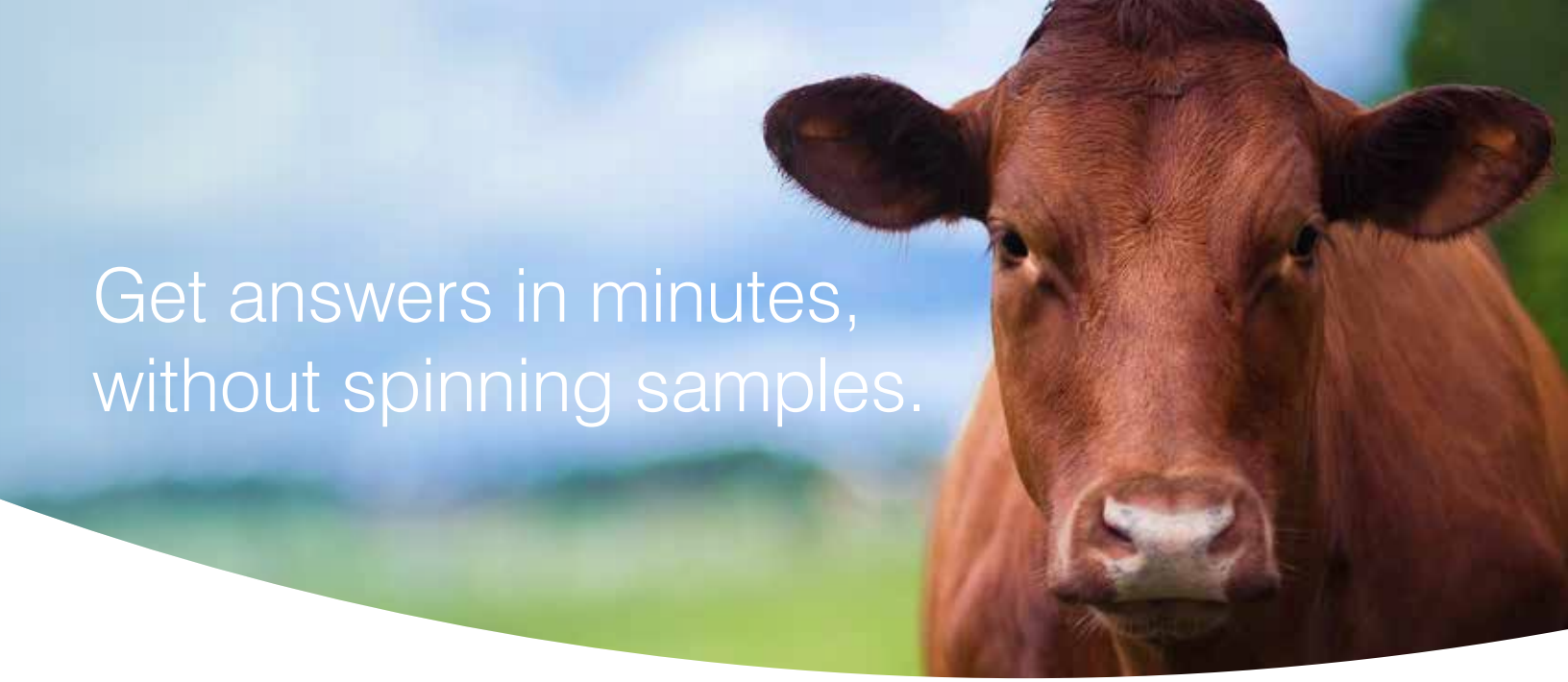


Get answers in minutes, without spinning samples.

The IDEXX Rapid Visual Pregnancy Test

Perform blood-based testing in clinic or on farm—without investing in laboratory instruments. Accurate, real-time results from 28 days postbreeding support early actions to improve pregnancy rates, production, and profits.

Rapid. Process as many as 30 samples in under 30 minutes—with EDTA whole blood.

Convenient. Identify open animals on farm or in clinic, and read results visually.

Efficient. Test and take action during the same farm call.

Easy-to-use. Eliminate the need to prepare blood samples.

Cost-effective. Count on ELISA accuracy without investing in laboratory instruments.

Contact your IDEXX representative today to learn more.

Read and interpret results visually—with ease

Pregnant (positive)

Wells appear blue.

Positive result Positive result

Not pregnant (open/negative)

Wells appear like negative control.

Negative control Negative sample

Enhance your reproductive services

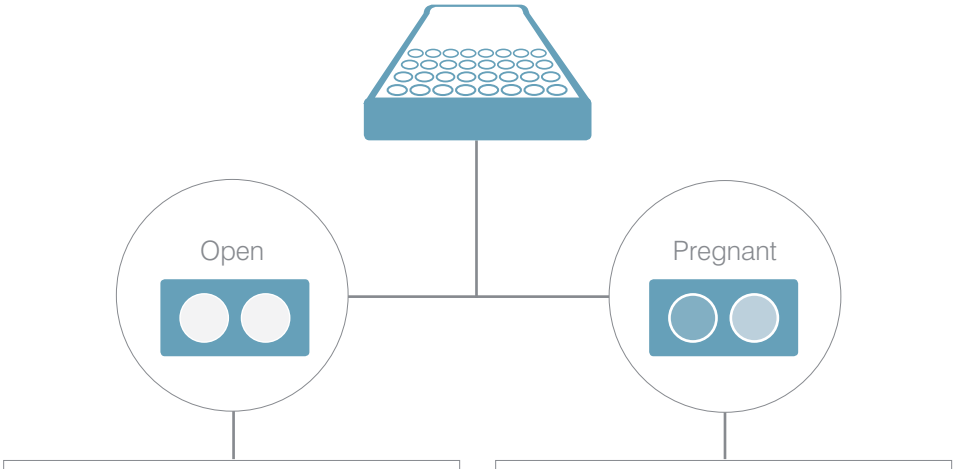
Diagnosing pregnancy early and confirming it throughout gestation helps to improve reproductive rates and profits for your clients. The Rapid Visual Pregnancy Test detects pregnancy-associated glycoproteins (PAGs) as early as 28 days and throughout gestation.

Save dairy clients money. Reducing days open saves dairy producers an estimated $5 per cow per day.[1]

Increase profits for beef clients. More uniform calving increases price premiums for beef producers.

Enhance client service. Deliver pregnancy results on your customer's schedule, even when you can't be there.

Contact your IDEXX representative today to learn more.



Take action early

- Make farm visits more efficient.
- Act early to reduce days open.
- Recommend disease prevention strategies.

Ultrasound/palpation at 45–60 days to confirm dairy pregnancies

- Increase weaning percentage and maintain a profitable beef cow herd.
- Manage feedlot pregnancies.

Test **with Confidence**™

1. French PD, Nebel RL. The simulated economic cost of extended calving intervals in dairy herds and comparison of reproductive management programs [Abstract]. *J of Dairy Sci*. 2003:86(suppl 1):54. Cited by: de Vries A, van Leeuwen J, Thatcher WW. Economics of improved reproductive performance in dairy cattle [Publication AN156]. Gainesville, FL: University of Florida, Institute of Food and Agricultural Sciences; 2005.