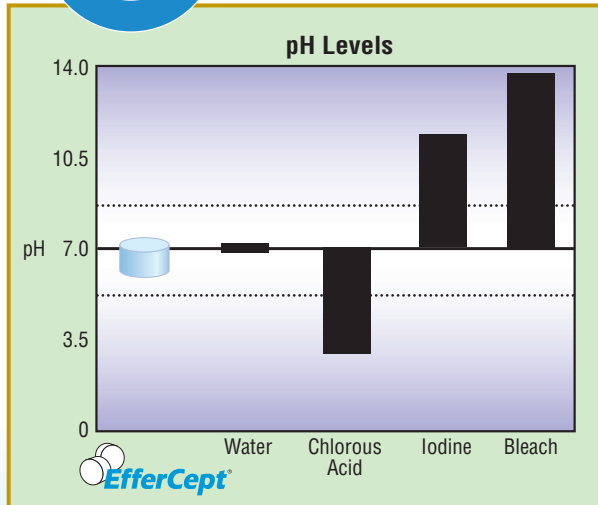


## Controlling Skin Irritation

At the heart of EfferCept® is our "SopHt"™ technology. This enhanced formula is made to be gentle on the skin. Unlike many conventional products, EfferCept is mild. In fact, it has a pH level very close to that of water. Bleaches and iodines can naturally invoke skin irritation because of their pH levels, but EfferCept is gentle on the skin, allowing for natural softness. Milkers' hands will also appreciate the gentle power of EfferCept.

## Mild by Design

- "SopHt" pH technology helps maintain, regulate and stabilize pH levels
- Neutral pH, similar to water
- Non-irritating, gentle on teats, udders and hands



900 Green Valley Rd.,  
Beaver Dam, WI 53916  
Customer Service: 800-841-0410  
[www.activon.com](http://www.activon.com)



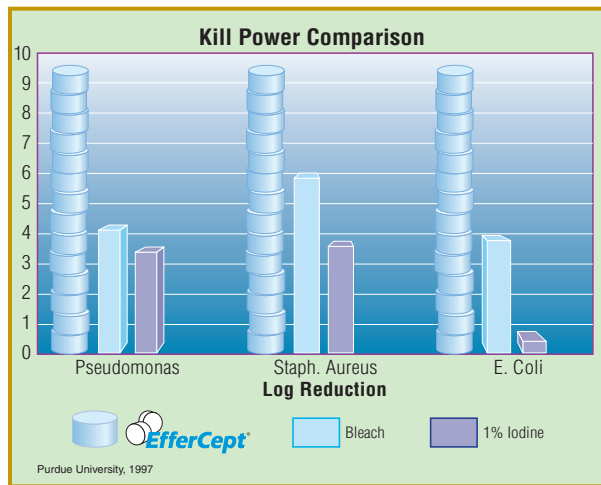
## The Perfect Pre-Dip

- 🍯 Kills mastitis-causing microorganisms on contact
- 🍯 Non-irritating, gentle on teats and hands
- 🍯 Cost effective at any milk price



## Controlling Mastitis

You just can't beat the killing power of EfferCept®, with strength that is NMC Protocol B proven. Activon uses a special hypochlorous acid molecule that maximizes the killing force, and yet virtually eliminates the corrosive effects associated with traditional bleaches and iodines.



Unlike pre-mixed solutions, the EfferCept tablet is shipped in a dry form. This allows its fresh, full strength, effervescent power to be activated when added to any drinking water - hard or soft. Simply put, this breakthrough delivers better organism elimination minus the irritation!

The mechanism of the EfferCept active ingredient makes it effective against these microorganisms:

- Escherichia coli
- Staphylococcus aureus
- Streptococcus uberis
- Streptococcus agalactiae
- Salmonella cholerasuis
- Salmonella typhimurium
- Pseudomonas species
- Mycoplasma species
- Mycobacterium tuberculosis
- Klebsiella species
- Proteus vulgaris
- Listeria monocytogenes
- Candida species
- Aspergillus species
- Many viruses

## Advanced Killing Power

- National Mastitis Council (NMC) "Protocol B" proven. "Significant reduction" of intramammary infections
- On contact, EfferCept kills 99.99% of Staphylococcus aureus, and 99.87% of Streptococcus agalactiae\*
- Broad spectrum control of bacteria, spores, fungi and viruses
- Super cleaning capacity
- Advanced killing power, even in the presence of dirt, manure, and other organic matter
- Full strength in any "drinkable" water, hard or soft

### Is EfferCept the same as bleach? **NO!**

- ✓ More than twice the kill power of bleach
- ✓ Non-irritating pH of 6.7 vs. 11
- ✓ More than four times the kill power in the presence of organic matter
- ✓ Dramatic increase in mixed and shelf life stability

A Purdue University study showed that EfferCept's active ingredient, at half the concentration of Clorox, demonstrated greater bactericidal activity. Refer to the Kill Power Comparison chart.

\* Nelson Laboratory Study 2003



## Conditioning with SoftGuard

To enhance natural skin suppleness, we have designed SoftGuard™ additives to maximize softness and protection and play a vital role in a complete mastitis control program.

SoftGuard Blue and Clear Additives are designed especially for use with EfferCept tablets. Enriched with aloe, SoftGuard Additives penetrate to help protect, condition and soften teats and udders.

EfferCept with the no-mix SoftGuard formula can be used in sprayers, dippers and foamers.

## Easy to Use

EfferCept is easy to mix. Simply add four tablets to a gallon of drinking water or six tablets when cows udders are exposed to extremely dirty conditions. Convenient measuring scoops are available for measuring larger volumes.

- Use as a dip, spray or wash
- Seven to ten-day shelf-life after mixing

