



NEWS RELEASE

FOR IMMEDIATE RELEASE

For more information, contact:  
Colleen Church McDowall, 816-410-5165, or  
[churchmcdowallc@osborn-barr.com](mailto:churchmcdowallc@osborn-barr.com)

### **Intervet Introduces Vista™**

*New one-dose, modified-live vaccine provides the most complete protection available against bovine respiratory and reproductive diseases*

MILLSBORO, Del. (July 10, 2005) – Intervet Inc., a global leader in livestock vaccine research and development, announces the availability of Vista. The premier modified-live respiratory and reproductive vaccine line for cattle, Vista provides the most complete, longest lasting protection available against Infectious Bovine Rhinotracheitis (IBR), Bovine Viral Diarrhea (BVD) Type 1 and Type 2, Bovine Respiratory Syncytial Virus (BRSV), Parainfluenza<sub>3</sub> (PI<sub>3</sub>), with either *Pasteurella multocida/Mannheimia haemolytica* or *Leptospira* (including *hardjo-bovis*) combinations.

“Vista really is in a class by itself, providing superior extended viral protection against the most common respiratory and reproductive diseases that continue to pose immense economic consequences to the beef industry,” says Jeff Baxter, Intervet Marketing Manager, Cattle Vaccines. “The introduction of Vista provides bovine veterinarians and beef producers an opportunity to elevate their expectations and demand more from a respiratory and reproductive vaccine.”

#### **Proven protection**

Intervet Senior Technical Services Specialist Tom Shelton, D.V.M., says Vista’s efficacy is supported by an unprecedented amount of data.

“No other cattle vaccine at the time of launch has had as much data supporting its safety and efficacy as Vista,” Shelton says. “Vista is the only modified-live vaccine with a six-month duration of immunity (DOI) label for IBR and BVD Type 1 and Type 2. This level of protection is complemented with cell-mediated immunity (CMI) data for BVD Type 1 and Type 2, IBR and BRSV. Furthermore, no other MLV vaccine combines this superior five-way viral efficacy with a five-way *Lepto* that includes protection for *L. borgpetersenii* serovar *hardjo-bovis*.”

- more -

## **Superior DOI**

Based upon proven six-month IBR and BVD (Type 1 and Type 2) DOI challenge data, Vista's extended disease protection lends itself to production systems where long-term protection from these diseases is a necessity. Research indicates the IBR fraction in Vista provides protection from clinical signs of IBR following an IBR challenge 182 days following vaccination. A single dose of Vista also is proven to protect calves for 183 days post vaccination from BVD Type 1, as well as the highly virulent challenge strain 1373/24515 – the strain responsible for the severely devastating BVD Type 2 outbreaks in 1993 in the eastern regions of the United States and Canada.

## **CMI data**

To achieve this wide range of protection, Intervet has documented both the humoral (antibody production) immunity, as well as CMI, which is responsible primarily for the elimination of intracellular infections, or viruses.

“Numerous scientific papers published within the past few years suggest primary protection is provided by CMI for intracellular pathogens, which account for virtually all viral infections,” says Shelton. “The protection-demonstrated efficacy by both challenge and laboratory documentation of immunological response supports Vista's effectiveness in inducing longer-lasting protection and providing a CMI response for IBR, BVD Type 1 and Type 2, and BRSV.”

## **SQ vs. IM administration**

Vista is compliant with Beef Quality Assurance recommendations with primary vaccination consisting of a single, 2-mL dose administered in the neck subcutaneously (SQ). In addition to being more tissue-friendly, SQ administration – when compared to intramuscular (IM) administration – initiates a more advantageous and effective immune response.

Shelton explains: “SQ administration, when compared to vaccines administered IM, has been found to elicit a more favorable immune response that provides for optimal initial response to a vaccine. An animal's defense to disease diminishes when working inward, starting at its outermost line of protection – the skin and mucous membranes. Consequently, SQ administration of vaccines results in a better immune response in comparison to that achieved when vaccines are administered IM.”

## **Presentations**

With a wide selection of combinations available, including unique five-way viral (IBR, BVD Type 1 and Type 2, BRSV and PI<sub>3</sub>) combinations with five-way *Lepto* protection (including *hardjo-bovis*) and *P. multocida*/*M. haemolytica*, Vista delivers the most complete protection available.

- more -

## Intervet Launches Vista/Add Two

Vista is available in the following presentations:

- Vista IBR SQ      MLV for IBR
- Vista 3 SQ      MLV for IBR, BVD Type 1 and Type 2
- Vista 5 SQ      MLV for IBR, BVD Type 1 and Type 2, PI<sub>3</sub>, BRSV
- Vista 5 L5 SQ      MLV for IBR, BVD Type 1 and Type 2, PI<sub>3</sub>, BRSV; *Leptospira: L. canicola, L. grippotyphosa, L. hardjo*, including the *L. borgpetersenii* serovar *hardjo-bovis* -- *L. icterohaemorrhagiae, L. pomona*
- Vista Once SQ      Avirulent live culture for *M. haemolytica* and *P. multocida*; MLV for IBR, BVD Type 1 and Type 2, PI<sub>3</sub>, BRSV (coming soon – completing USDA Licensure)

Vista is available in the industry's only 100-dose presentation, making it very effective and convenient for large operations to utilize.

“The 50- and 100-dose unique mixing presentation makes it easier to handle,” Baxter says. “Rather than transferring the whole diluent into the cake bottle, only a small amount of diluent is used for hydration. The disposable transfer needle also provides convenience, as well as a more sterile transfer, while the plastic bottle provides a safer and more durable chute-side alternative to a glass bottle.”

### **Elevating expectations**

Vista represents Intervet's role as the global leader in vaccine innovation, as well as the company's commitment to research and development (R&D). Intervet is one of the few firms investing in animal-health discovery with an annual investment in R&D exceeding 10 percent of sales.

Baxter says: “The introduction of Vista signifies Intervet's commitment to the development of breakthrough products that deliver the most complete results and the greatest return on investment for veterinarians and beef producers.”

Vista is available through veterinarians or animal-health suppliers. For more information about Vista and the full line of Intervet cattle products, contact Intervet Customer Service at 1-800-441-8272 or visit [www.intervetusa.com](http://www.intervetusa.com).

Intervet Inc. ([www.intervetusa.com](http://www.intervetusa.com)) is an affiliate of Intervet International bv, one of the world's leading animal-health companies and currently ranked third among global animal-health suppliers. The company is a leader in research and dedicated to the development, production and marketing of innovative, high-quality animal-health products, such as Vista<sup>™</sup>, Vision<sup>®</sup>, Once PMH<sup>®</sup>, and NeoGuard<sup>®</sup> vaccines; Revalor<sup>®</sup> implants; and Safe-Guard<sup>®</sup> dewormer. Intervet International currently employs around 5,000 personnel and maintains a global distribution network of subsidiary companies and agents in 120 countries. Vista, Vision, Once PMH, NeoGuard, Revalor and Safe-Guard are trademarks or registered trademarks of Intervet Inc. or an affiliate.

###