
Dr Shahzad Majeed
National Sales Manager

19th March 2012

Animal Health Products



AGENDA

- Who AM I?
- ICI Pakistan Limited
- Animal Health Industry
- Animal Health Products

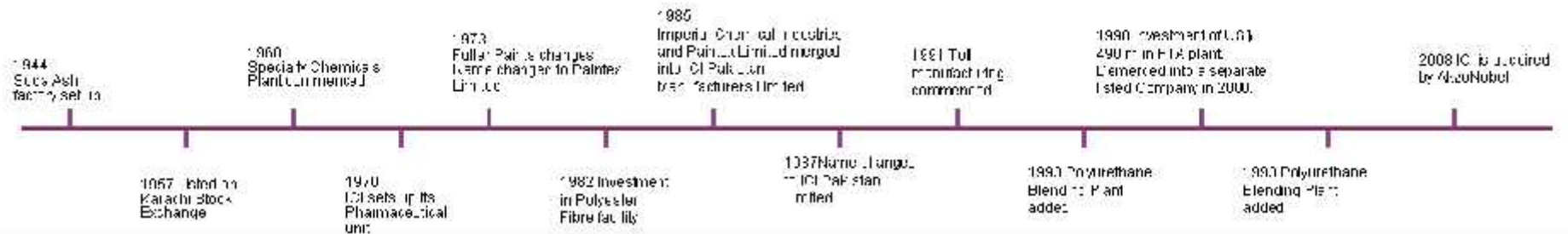


WHO AM I ?

- 46 years old born on August 10th, 1965, married with four lovely children
- Currently hold position of National Sales Manager.
- I am a veterinarian and have been lucky that I have been associated to a line of work that I love
- My professional experience has been with a company where the value system matches perfectly with my ambitions and personality
- I have learnt tremendously through working in the livestock industry of a developing country like Pakistan
- With my experience I now aspire for greater learning and better growth opportunities in a truly international environment
- Believe in empowering and respecting people
- Encourages team in decision making process



THE ICI GROUP IN PAKISTAN



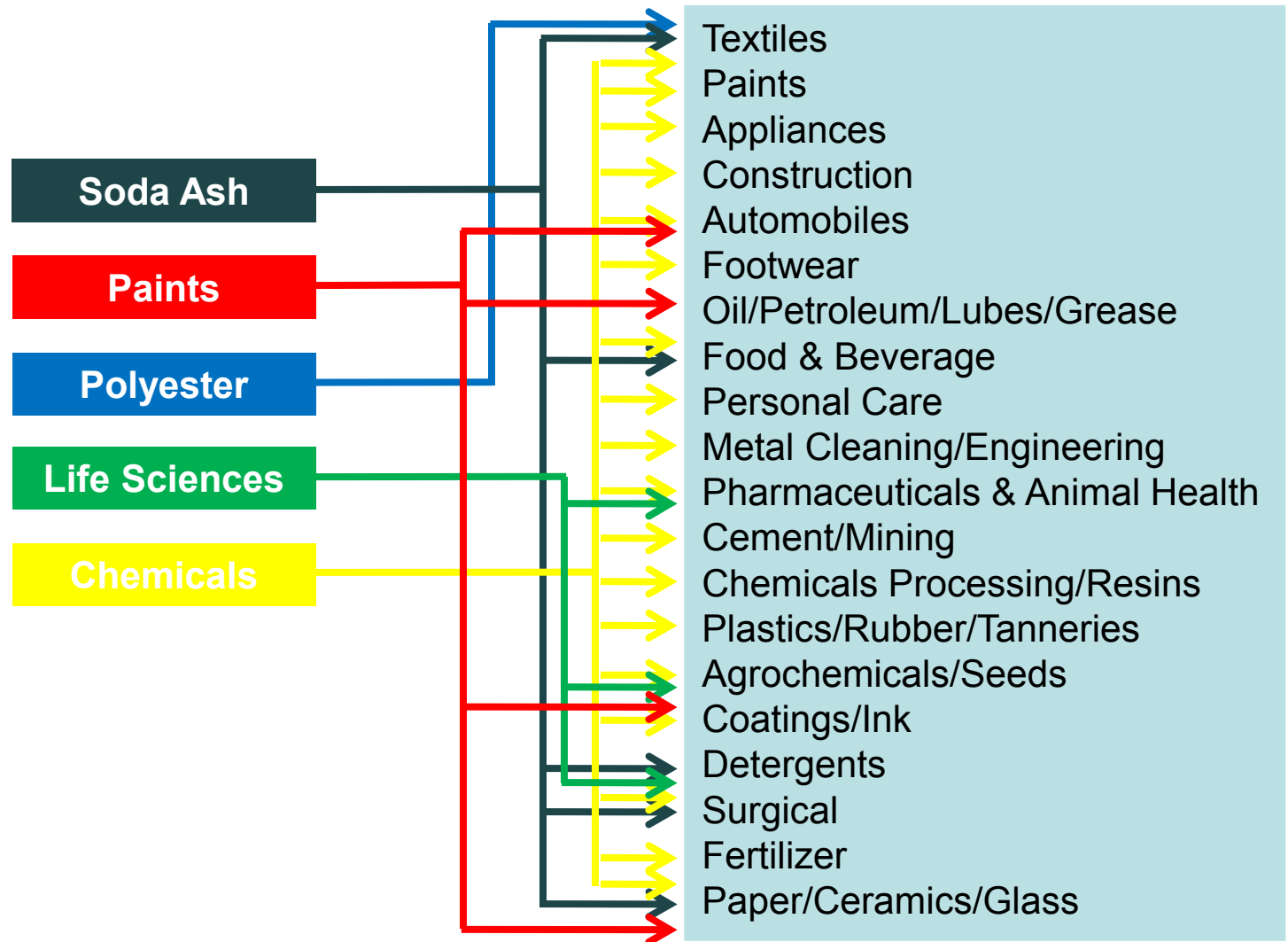
ICI Pakistan Limited is now part of the AkzoNobel Group

THE ICI GROUP IN PAKISTAN

- Invested US\$ 120 m in the last 5 years
- Provides employment to over 6,000 people
- Ranked amongst top 6 MNCs on the KSE (excluding banks & utilities)
- Turnover of approx US\$ 500 m
- Highly ethical company with strong environmental and safety records
- Markets a diverse product portfolio



ICI IS VERSATILE



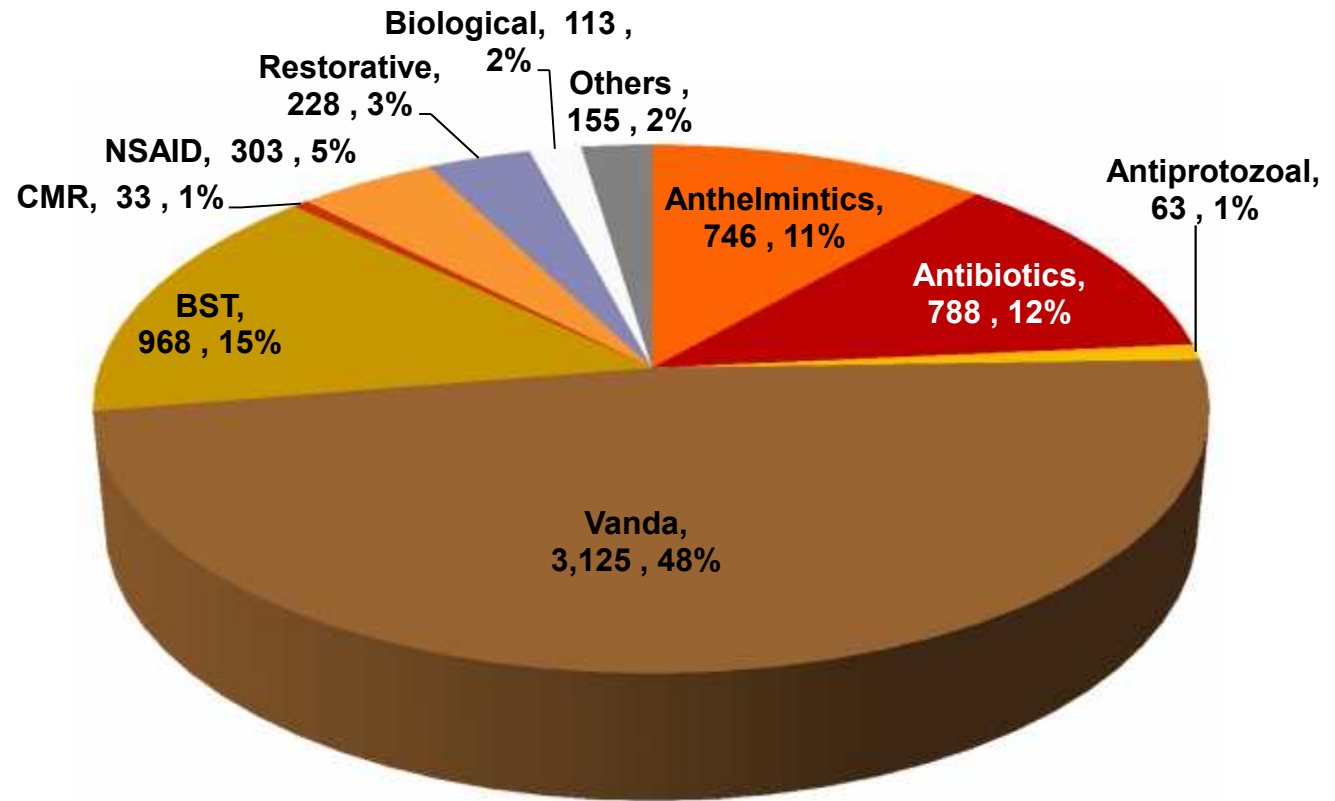


ANIMAL HEALTH INDUSTRY

- Companion Animals
- Equine
- Poultry
- Ruminants
- Aquatic Animals

MARKET SEGMENTS – LIVESTOCK

Market size estimated at Rs. 6,500 Million

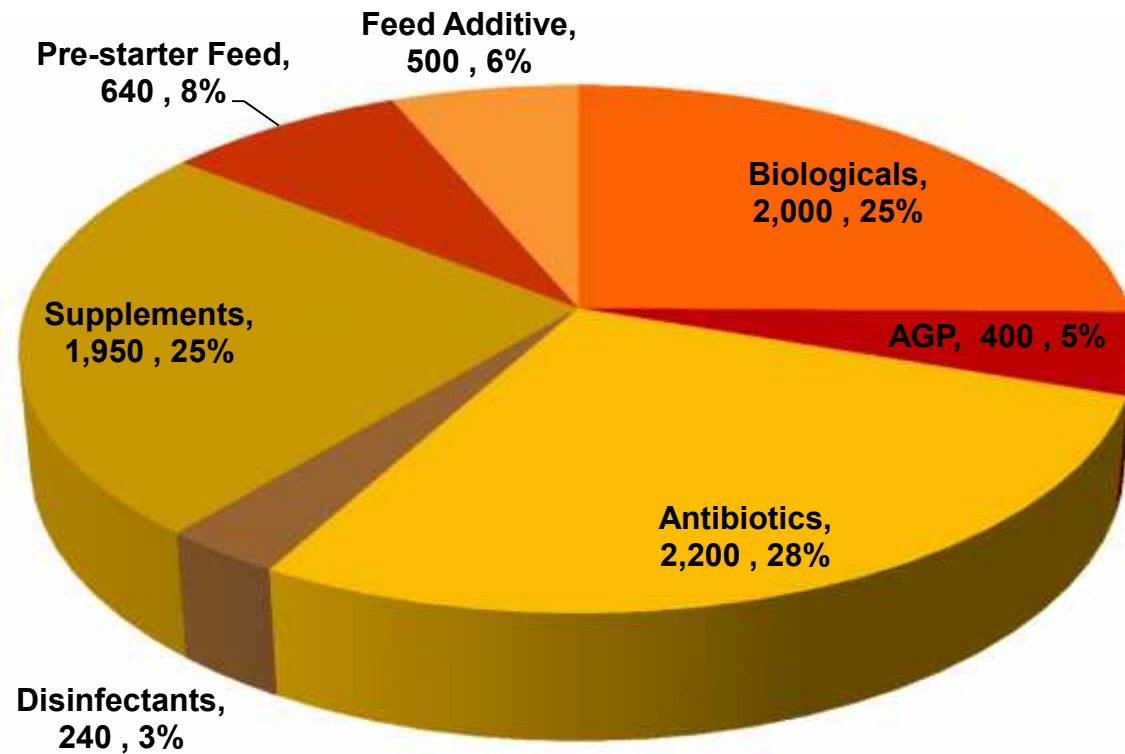


Source: Economic Survey of Pakistan 2011, Ministry of Livestock & Dairy Development
Market Study (Direct companies, Distributors, Major Chemists data)



MARKET SEGMENTS- POULTRY

Market size estimated at Rs 7,900 Million



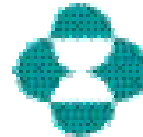
Source: Economic Survey of Pakistan 2011, Ministry of Livestock & Dairy Development
Market Study (Direct companies, Distributors, Major Chemists data)



ANIMAL HEALTH COMPANIES



The miracles of science™



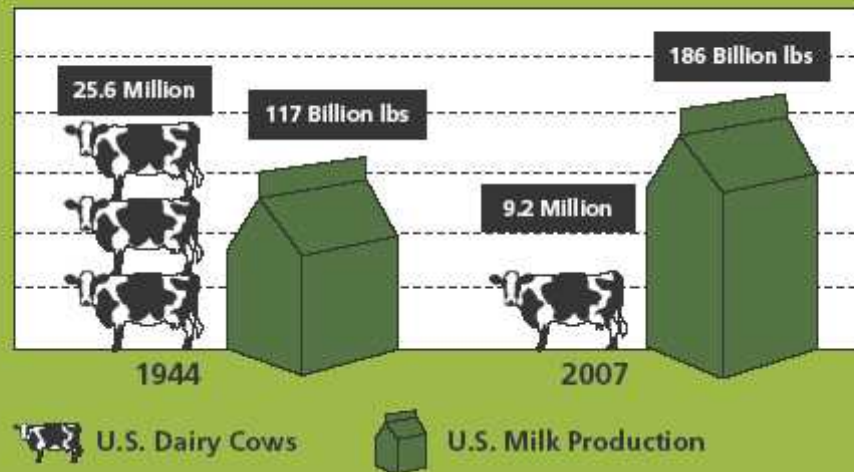
MERCK
Animal Health



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US DAIRY INDUSTRY HISTORY

TODAY, THE DAIRY INDUSTRY PRODUCES 59 PERCENT MORE MILK WITH 64 PERCENT FEWER COWS THAN SIXTY YEARS AGO.



THE BOTTOM LINE? Dairy producers continue to meet the food and nutritional needs of our growing population while conserving natural resources and protecting the environment for future generations!

Capper et al., PNAS Proceedings, July 2008.



ANIMAL HEALTH PRODUCTS

- Wellness
 - Nutrition
 - Farm Management Practices
 - Vitamin and Minerals
 - Disinfectants
- Prevention
 - Vaccines FMD etc
- Neonatal Health
- Treatment
 - Anti-infectives
 - Anti-parasitic
 - Anti-inflammatory
 - Antiprotozoal
- Diagnostics
 - Antigens
- Growth Hormones
 - BST



- Biosecurity: Disinfectants
- Neonatal Health: CMR and Vaccine
- Udder Health: Dry Cow Therapy and Mastitis test
- Reproductive Health: Uterine Health / PGF2 Alpha / GnRH
- Growth Products: BST



CRITERIA FOR SELECTION

- Trusted Company Name
- Quality Brand
- After Sales Services
- Disease burden/ prevalence
- Sound and adequate data on the efficacy, safety and comparative cost effectiveness of available treatments.
- Stability in various conditions,
- Combination products are selected only when the combination has a proven advantage in therapeutic effect, safety or compliance over single compounds administered separately.
- Cost and cost effectiveness comparisons may be made among alternative treatments within the same therapeutic group,



BIOSECURITY-DISINFECTANTS

- Bio-security is an investment
- CLEAN, with a suitable detergent before disinfection
- Working with the Veterinarian to understand the pathogens of concern
- Select a Disinfectant based on YOUR situation – for example
- Choose the chemistry that will meet your goals
 - Target pathogens
 - Climate conditions
 - Housing conditions
 - Equipment s and Safety in use
- For the Cow housing, Heifer housing, calf pens and calf rearing sheds for open System, surface disinfection



VIRKON® S –

Proven Broad Spectrum Virucidal Activity

Versatility – Surface, Equipment, Water and Aerial Disinfection

Environmentally Acceptable with an Exceptional Safety Profile



VIRKON® S – Selected By The Experts

Selected and recommended by government & NGOs globally for livestock disease control.



BIOSOLVE® Plus

- Biosolve® Plus – new and improved powerful, cleaning concentrate offers users:
 - **Superior cleaning, degreasing and foaming properties**
 - **Quick to remove heavy organic soiling**
 - **Can be used through pressure washers and spraying equipment**
 - **Ideal for use in the farm and food processing environments**



HYPEROX®

A unique, stabilized per acetic formulation offering users....

- **Exceptional broad spectrum biocidal action**
- **Superior effectiveness at low temperatures & in the presence of organic challenge**
- **Greater application flexibility for surface, equipment, foot and wheel dip, water system and thermal fogging disinfection**



NEONATAL HEALTH



- Good Hygiene
- Colostrum: Quickly after birth as soon as possible
- Individual care till 14 days
- Good Quality CMR-**Telilac Plus**
- Things to watch
 - Temperature of the milk replacer
 - Right concentration of the milk replacer
 - The method of feeding (sucking reflex of calf should be stimulated)
 - Quantity (too much milk replacer will cause digestion problems)
 - Regular interval between feeding times
 - Clean buckets will facilitate feeding and lower risk on diseases.



UDDER HEALTH–Dry Cow Therapy



DRY COW THERAPY-CEPRAVIN

- Cepravin Dry Cow 250mg Intramammary suspension
- Each single dose 3g syringe contains 250 mg cefalonium in a long-acting base.
- Containing cefalonium, a semi-synthetic cephalosporin antibiotic.
- Effective levels of cefalonium are usually present in most quarters for up to 10 weeks after intramammary infusion at drying-off.
- Cepravin Dry Cow is recommended for
 - Routine dry cow therapy, to treat existing sub-clinical infections
 - Prevent new infections which occur during the dry period.
- Cefalonium is a broad spectrum cephalosporin antibiotic which has bactericidal activity against the majority of organisms associated with bovine mastitis. This antibacterial activity is not impaired in the presence of milk.



- **Sampling of the Milk sample**
 - Sampling for Culture Should be taken with care and totally aseptic
 - Any Sample that is contaminated with skin , dust or environmental bacteria can produce unreliable or even inconclusive results



REPRODUCTIVE HEALTH

- **Uterine infections cause decreased fertility in cattle:**
 - disruption of ovarian function
 - interference during fertilization process
 - impaired embryonic development and greater embryonic losses
- **A healthy uterus gives the cow a better chance to conceive and maintain pregnancy to term.**



REPRODUCTIVE HEALTH–Metreicure



20 ml injector with
uterus pipette each
syringe contains 500
mg cephalirin

- Appropriate antibacterial spectrum = proven high activity against *A. pyogenes*, *F. necrophorum* and other G(-) anaerobes
- Maintained activity in anaerobic conditions
- Ability to reach sufficient levels in endometrium and uterine lumen (proven with biopsy studies)
- No negative effect on endometrial defence mechanisms
- No irritation to endometrium
- No withdrawal time for milk
- Easy to administer, hygienic packaging



REPRODUCTIVE HEALTH–Estrumate



- **Active:** ESTRUMATE® contains 250mcg/ml cloprostenol a synthetic analogue of PGF2 α .
- **Formulation:** Injectable solution for i.m. administration
- **Presentations:** 10ml, 20ml, 50ml
- **Indications for use in cattle:**
- Therapeutic:
 - Treatment of CL persistent and luteal cysts
 - Auxiliary treatment of endometritis
 - Suboestrus
 - Termination of abnormal pregnancy

Reproduction Management:

- Estrus induction and synchronization in various programs
- Induction of calving



REPRODUCTIVE HEALTH–Receptal

- **Active:** RECEPTAL® contains 0.004mg/ml buserelin a synthetic analogue of GnRH
- **Formulation:** Injectable solution for i.m., s.c and i.v. administration
- **Presentations:** 2.5ml, 5ml, 10ml, 50ml

- **Indications for use in cattle:**
- Therapeutic:
 - Treatment of COD
 - (cystic Ovarian Disease)



Reproduction Management:

- Estrus induction and synchronization in various programs
- Improvement of conception rates with administration at AI or at 10-12d post AI.



AkzoNobel

Tomorrow's Answers Today



THEILERIOSIS-FARMERS CHECK-LIST

OBSERVE FOR SYMPTOMS

- SWOLLEN LYMPH NODES
- REDUCED MILK YIELD
- FEVER
- WEAKNESS
- DEPRESSION
- LABOURED BREATHING
- REDUCED APPETITE
- PRESENCE OF TICKS

ANY THREE OF THE ABOVE SYMPTOMS

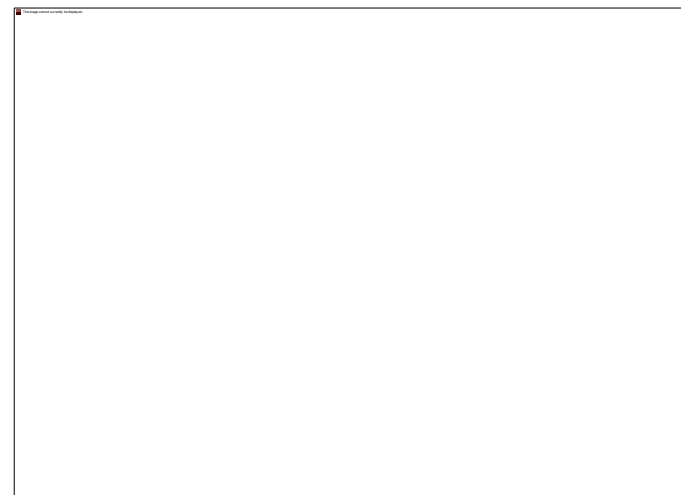
CALL YOUR VET IMMEDIATELY

BUTALEX* -THE TREATMENT FOR THEILERIOSIS

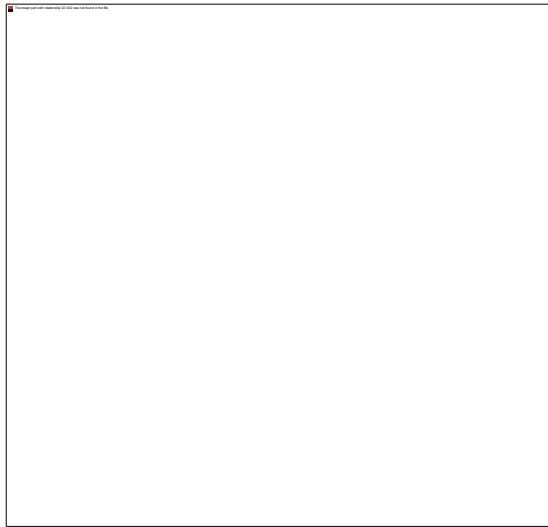


ANTPROTOZOAL-Butalex

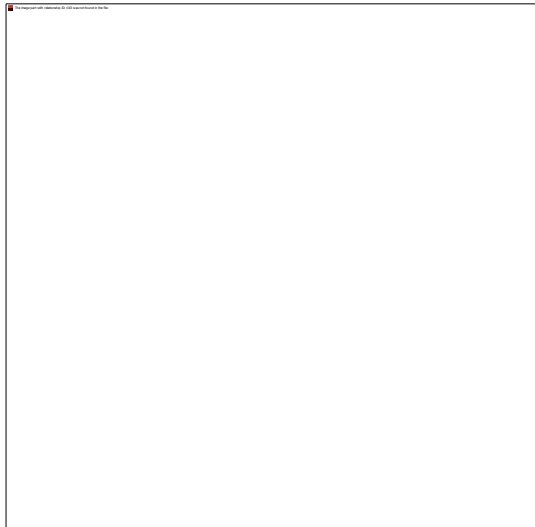
- **Active:** BUTALEX[®] contains 50mg/ml Buparvaquene
- **Formulation:** Injectable solution for i.m. administration
- **Presentations:** 20ml
- **Indications for use in cattle:**
- Therapeutic:
 - Treatment of THEILERIOSIS



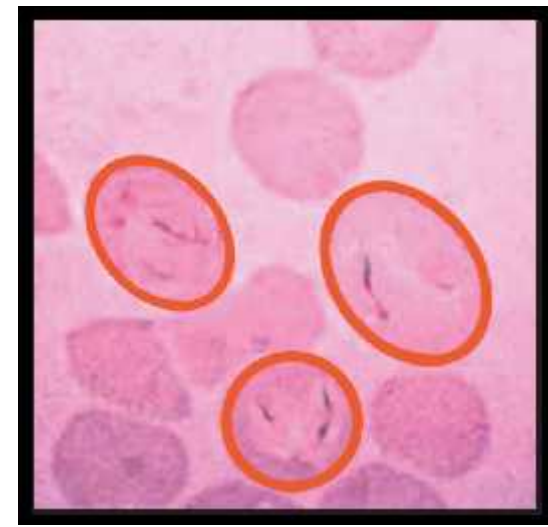
ANTIPROTOZOAL–Babesiosis



1. Red blood cells infected by *Babesia bigemina*.



2. Action of IMIZOL, blocking the entrance of inositol, vital element for the *B bigemina* metabolism.



3. The death of the parasite inside the red blood cells without shock.



ANTIPROTOZOAL-Imizol

- **Active:** IMIZOL[®] contains 120mg/ml imidocarb dipropionate
- **Formulation:** Injectable solution for i.m.or s.c administration
- **Presentations:** 100ml

- **Indications for use in cattle:**

- Therapeutic:
 - Treatment of Babesiosis and Anplasmosis
 - Dose rate 2.5ml/100kg B.wt
- Prevention:
 - Anaplasmosis and Babesiosis
 - Dose rate 2.5ml/100kg B.wt



**Thank you very much for
your kind attention**

