

## EFFECTS OF STRESS

Stress affects all cattle, on every operation, regardless of location or management approach. Stress can be caused by a multitude of external and internal factors. The negative impacts—and the energy expenditure associated with stress—have a lasting effect on your cattle's immune function, overall health and well-being, growth, and performance.

## WHAT IS SECURECATTLE®

SecureCattle® is a high quality, easy to use pour-on solution, that allows cattle to better control their reactions to stress. It is an analog of the bovine appeasing pheromone (BAP) which is naturally secreted by the sebaceous gland located on the skin of the mammary gland. It is a safe, sustainable, and effective solution that improves the productivity and well-being of cattle by eliminating the negative impacts of stress.

**SCIENTIFICALLY PROVEN**  
RESEARCH IN PEER REVIEWED SCIENTIFIC JOURNALS

**100% SAFE**  
NATURALLY SECRETED BY CATTLE

**EASY-TO-USE**  
LOW VOLUME POUR-ON, NO INJECTION

## HISTORY OF SECURECATTLE®

**1998**  
Dr. Patrick Pageat DVM, MSc, PhD (SIGNS/IRSEA) discovers the bovine appeasing pheromone (BAP)

**2020**  
SecureCattle® first sold globally by SIGNS

**2025**  
SecureCattle® launched in the USA by Bimeda

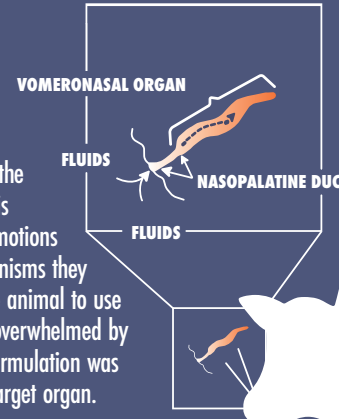
SecureCattle® was developed through nearly 30 years of research in animal chemical communication and animal behavior by SIGNS Laboratory who is a part of the Institute of Research of Semiochemistry and Applied Ethology (IRSEA) Group. SIGNS Laboratory is the world leader in pheromone-based biosolutions for livestock, committed to the discovery of innovations that significantly improve animal health and welfare.



## WHAT

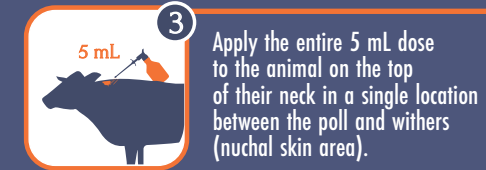
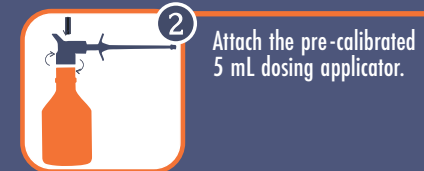
### HOW IT WORKS

Cattle detect bovine appeasing pheromone (BAP) through their vomeronasal organ which transmits the message to the brain. The message is passed to brain areas that control emotions and the various physiological mechanisms they influence. The brief action allows the animal to use it's adaptive abilities without being overwhelmed by stress. SecureCattle®'s proprietary formulation was created to optimize delivery to the target organ.



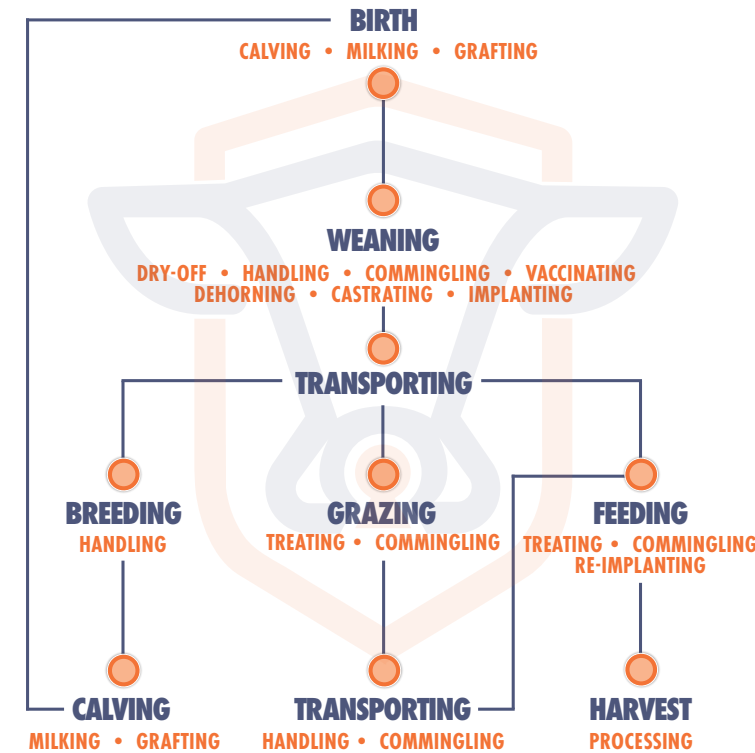
### HOW TO APPLY

For all cattle, apply a single 5 mL dose of SecureCattle®.



### WHEN TO APPLY

Apply SecureCattle® to create an appeasing effect to optimize performance throughout the animal's life. SecureCattle® is easily added to any operation's existing protocol.



**Any operation. Any time.  
Pour on. Stress gone.**

### RESEARCH

There has been a significant amount of research published in leading scientific journals globally that has established the benefit of maternal bovine appeasing substance (mBAS) use in cattle of all ages and stages to alleviate stress and improve productivity and well-being. **All mBAS research published prior to 2023 was done using SecureCattle by the SIGNS/IRSEA group.**

#### PERFORMANCE



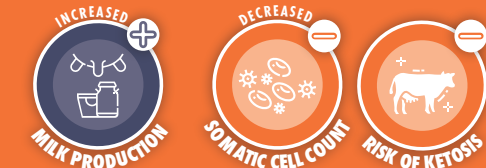
#### MATERNAL



#### HEALTH



#### LACTATION



Scan the QR code to view studies



### PRODUCT COMPARISON

	SecureCattle®	FerAppease®	
Bottle Size	1000 mL	300 mL	
Dose (mL per head)	5 mL	< 200 lbs.	> 200 lbs.
Treatment Area	Top of Neck	5 mL	10 mL
Head Treated Per Bottle	200	Muzzle + Top of Neck	
		30"	100"

\*Based on cattle over 200 lbs. using 1000 mL bottle.



FerAppease is a registered trademark of FERA Diagnostics and Biologicals College Station, TX, USA.\*

## WHY



**Pour on.  
Stress gone.**

Scan the QR  
code or visit  
[SecureCattleUS.com](http://SecureCattleUS.com)  
to learn more



M-25-0583

**NEXT GENERATION**

DEHORNING  
VACCINATING

**WEANING**

TRANSPORTING  
COMMINGLING  
HANDLING



**COW-CALF**

**NEXT GENERATION**

DEHORNING  
VACCINATING

**TRANSPORTING**

COMMINGLING  
HANDLING  
CASTRATING



**STOCKER**

**NEXT GENERATION**

ACCLIMATING  
REIMPLANTING

**PROCESSING**

COMMINGLING  
TRANSPORTING  
HANDLING



**FEEDLOT**

**NEXT GENERATION**

CALVING  
BREEDING

**MILKING**

PROCESSING  
HANDLING  
TREATING



**DAIRY**



**SecureCattle®**

**Maternal Bovine  
Appeasing Substance**

**Single 5 mL Dose Application**

For topical use in cattle of all ages to  
promote optimal performance at all times  
including mitigating the effects of stress.

