



Estrumate®
(cloprostenol injection)



Summer Synch Rebate*

June 15 – October 31

ESTRUMATE® is back.
And it's bringing big savings
for OneMerck Producers.

10% REBATE

on purchases of \$4,000 or more
of ESTRUMATE

OR 13% REBATE

with purchases of \$4,000 or more of ESTRUMATE
and \$4,000 or more of FERTAGYL® (gonadorelin)

PLUS 2% BONUS REBATE

for qualifying SenseHub® Dairy customers
purchasing ESTRUMATE

* Only customers enrolled in the OneMerck Producer program are eligible for this offer. Summer Synch Rebate applies only to ESTRUMATE and is in addition to OMP Rebates. Terms and Conditions apply. Promotion is valid June 15, 2025, through October 31, 2025.

The ESTRUMATE® Edge compared to a single injection of LUTALYSE® (dinoprost tromethamine injection).^{1,2,3,4}

+8.4%

**HEAT DETECTION RATE IN
FIRST LACTATION COWS**

+4.4%

**PREGNANCY RATE IN
FIRST LACTATION COWS**

+3.9%

**CONCEPTION RATE IN
ADULT COWS**

IMPORTANT SAFETY INFORMATION

ESTRUMATE: Do not administer ESTRUMATE to a pregnant cow unless abortion is desired. Severe localized post-injection clostridial infections have been reported; in rare instances infection has led to death. Women of childbearing age, asthmatics, and persons with respiratory problems should exercise extreme caution when handling ESTRUMATE. ESTRUMATE is readily absorbed through the skin and can cause abortion and/or bronchospasms; direct contact with the skin should be avoided, and accidental spillage on the skin should be washed off immediately with soap and water. For complete safety information, refer to the product label.

FERTAGYL: Not for use in humans. Keep out of reach of children. For complete safety information, refer to the product label.

¹ Veronese A, Marques O, Moriera R, Belli AL, Bilby TR, Chebel RC. Estrous characteristics and reproductive outcomes of Holstein heifers treated with 2 prostaglandin formulations and detected in estrus by an automated estrous detection or mounting device. *J Dairy Sci* 2019;102(7):6649-6659.

² Umaña Sedó SG, Figueiredo CC, Gonzalez TD, Duarte GA, Ugarte Marin MB, Crawford CA, Pohler KG, Chebel RC, Bilby TR, Bisinotto RS. Evaluation of luteolysis, follicle size, and time to ovulation in Holstein heifers treated with two different analogs and doses of prostaglandin-F2α. *J Dairy Sci* 2022;105(6):5506-5518.

³ Chebel RC, Gonzalez T, Montevecchio AB, Galvão KN, de Vries A, Bisinotto RS. Targeted reproductive management for lactating Holstein Cows: Economic return. *J Dairy Sci* 2025;108(2):1584-1601.

⁴ Pursley JR, Martins JPN, Wright C, Steward NC. Compared to dinoprost tromethamine, cloprostenol sodium increased rates of estrus detection, conception, and pregnancy in lactating dairy cows on a large commercial dairy. *Therio* 2012;78(5):823-829.

