



**Butox<sup>®</sup> SWISH**

**Killing flies for longer!**

**Proven Rainfast data**

**Technical information**



# Flies in cattle are more than a nuisance

Flies (including midges) are the most common ectoparasites which cause serious economic problems for cattle farmers.



## **STABLE FLY** (*Stomoxys calcitrans*)

- » Can reduce milk yield by up to 20% and reduce weight gain in beef cattle by 50-300g per day



## **FACE FLY** (*Musca autumnalis*)

- » Has been linked with the transmission of a bacteria - *Moraxella bovis* - which is associated with Pink Eye



## **HEAD FLY** (*Hydrotaea irritans*)

- » Is associated with the spread of summer mastitis



## **MIDGES** (*Culicoides spp.*)

- » Are responsible for the spread of bluetongue virus

### » **Direct losses**

- › reduction in milk production
- › reduction in growth
- › hide damage

### » **Indirect losses**

- › spread of disease
- › spread of mastitis
- › pink eye

*Flies affect the health of your customers' cattle and the health of their income*

## Proven Rainfast Data - Stop Press!!

Rain during the summer months is a common occurrence, so you need a product which is proven to continue working after the downpours.

In 2009, Intervet/Schering-Plough conducted a trial to determine that the efficacy of **Butox SWISH** was not compromised through rainfall. Cattle were wetted thoroughly with water, twice weekly, over a four week period.

### **THE STUDY FOUND**

- » **Butox SWISH** remained effective at killing midges even after four weeks of rainfall
- » Midges became paralysed after a short contact with treated hair and died

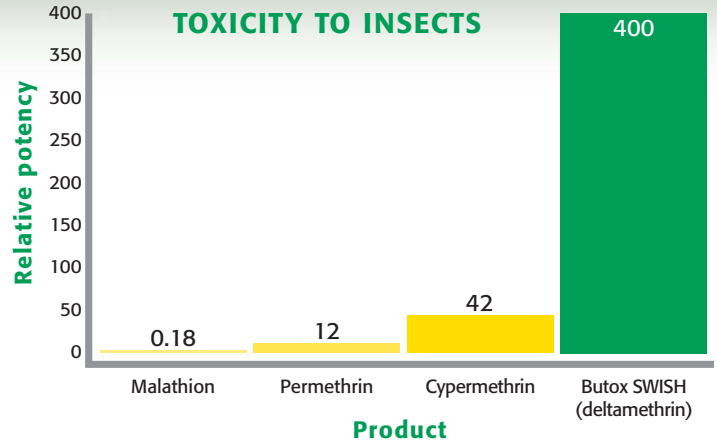
### **THIS MEANS THAT**

- » **Butox SWISH** remains effective on cattle regularly exposed to rain
- » **Butox SWISH** is the only product with proven rainfast data

**Proven rainfast data**

# Butox<sup>®</sup> SWISH whacks flies hard

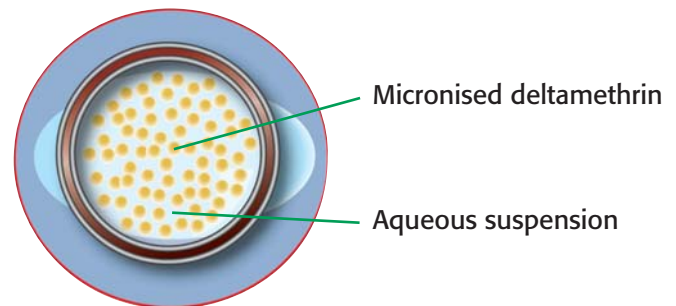
- » **Butox SWISH** is a pour-on insecticide containing the proven active ingredient deltamethrin
- » Deltamethrin has a high level of potency compared to alternatives, making it highly toxic to insects with a good safety margin for mammals



## Butox<sup>®</sup> SWISH effective control

- » The unique micronised formulation of **Butox SWISH** enables effective spread over the body
- » The deltamethrin within **Butox SWISH** is highly lipophilic which means it binds onto the natural oil secretions of the coat to improve coverage and provide long protection
- » The only pour-on to provide up to 8-10 weeks' protection against nuisance flies, biting flies and lice

### Magnified section of Butox SWISH droplet



*Contains the potent active ingredient, deltamethrin*

## Application of Butox<sup>®</sup> SWISH

Careful application of **Butox SWISH** ensures adequate spread of product to the surface areas of the animal most prone to fly bites.

- » **Butox SWISH** must be applied to dry animals and allowed to dry
- » Ensure the correct volume has been drawn each time in the purposely supplied applicator
- » Ensure the animal is adequately restrained by use of a crush or cattle race
- » Start at the midneck region and apply along the animal's spine from the midneck to tail
- » If handling conditions make one sweeping application difficult, a 30ml adult dose can be split into two 15ml doses - one for the front half and one for the back half of the cow's spine
- » Remember to treat all stock



**IMPORTANT:**  
Clean the applicator  
after use!

**Butox<sup>®</sup> SWISH. Killing flies for longer!**

# Switch to **Butox<sup>®</sup> SWISH** Killing flies for longer!

- » Provides up to 8-10 weeks cattle fly control from a single application
- » Now proven to be rainfast; data provides reassurance that **Butox SWISH** continues to work after rain<sup>1</sup>
- » Proven deltamethrin pour-on in a micronised formulation
- » Apply from bottle or use the purpose designed applicator gun
- » Nil milk withdrawal
- » Available in 250ml, 1L, 2.5L bottles and the Value Pack containing 66 free adult cattle fly doses

## Number of fly doses per pack

Weight (kg)	250ml	1L	2.5L	Value Pack
<100	25	100	250	1200
100-300	12	50	125	600
>300	8	33	83	400



Reference: 1. Schmahl et al, Parasitology Research, Sept 2009.

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Item code: RU-097992

**Butox<sup>®</sup>**  
**SWISH**