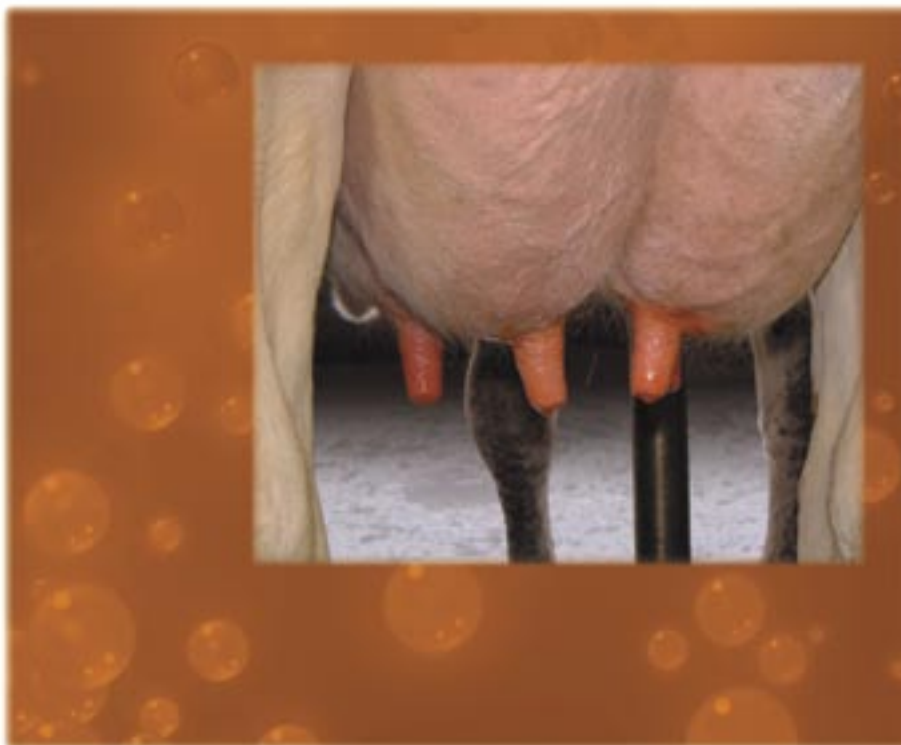




Prima™

Pre and post sanitizing teat dip

Introducing Accelerated® Hydrogen Peroxide.



Unique patent-pending formulation offers the following benefits:

- ✓ Prima's 0.5% Hydrogen Peroxide formulation assures the latest in hydrogen peroxide technology.
- ✓ Proven to be an effective mastitis preventative on U.S. dairy operations and in lab tests.
- ✓ Combines 5% glycerin to promote and protect healthy teat skin condition.
- ✓ Its oxidation mode of action provides broad-spectrum antimicrobial activity with a short contact time.
- ✓ Non-irritating and biodegradable. Gentle to cows and milking personnel, improving herd health and worker safety.
- ✓ Viscosity allows for the versatility of either dipping or spraying applications.
- ✓ Mild odor; ready-to-use. Orange color shows which teats have been dipped.

Innovative broad-spectrum germicidal activity combined with soft, supple teat skin conditioning.

Now, profit from this new high-quality sanitizing teat dip from DeLaval. Prima™ is proven effective against organisms that can lead to costly mastitis infections and even the premature culling of potentially productive animals from the herd. With its patent-pending 0.5% Accelerated Hydrogen Peroxide® formulation, new Prima is a highly efficient teat dip whose oxidation mode of action provides quick bacterial kill.

Prima combines wetting agents that help penetrate the small crevices in the teat skin, to help assure effective contact of the active

ingredient to maximize its germicidal effectiveness. Prima's 5% glycerin works to provide soft, smooth skin conditioning, making the teat better able to withstand widespread environmental challenges.

With accelerated hydrogen peroxide providing its germ-killing action, ready-to-use Prima is a key DeLaval milk quality solution that can help deliver optimum mastitis prevention in any milk quality program. Prima provides today's most productive and profitable dairy operators the ability to protect food safety and deliver high quality milk.

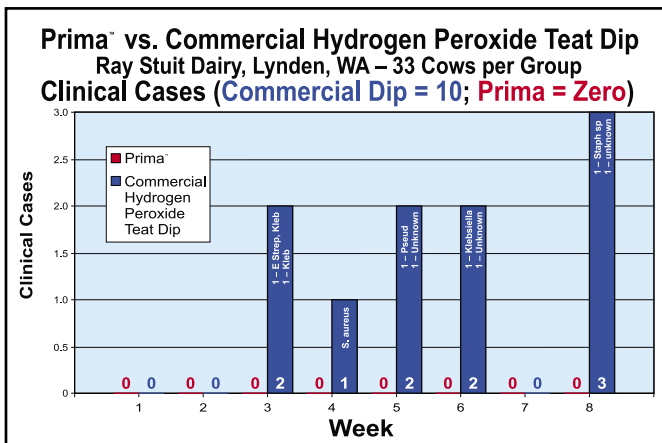
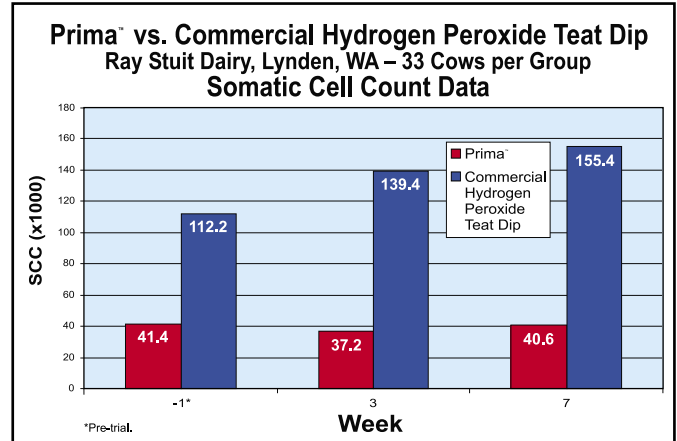
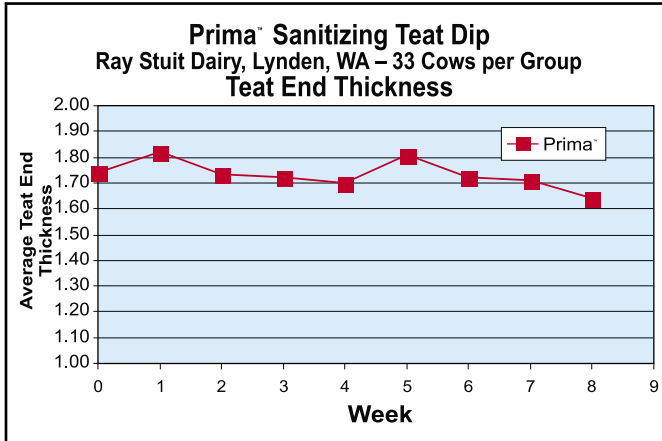
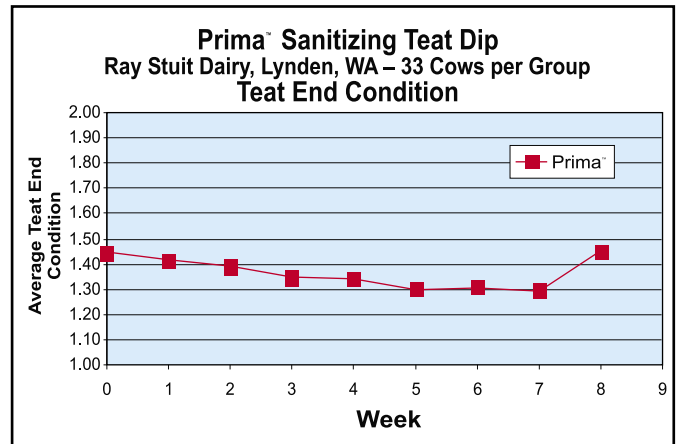
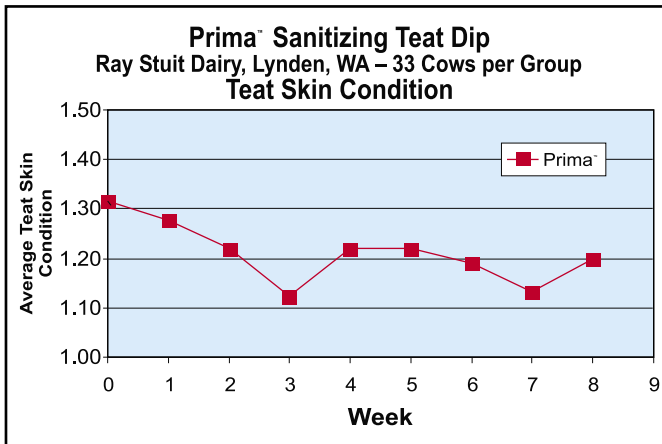
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Prima™ Technical Data Results

AOAC IN VITRO GERMICIDAL DATA WITH MILK SOIL CHALLENGE – LOG REDUCTION

| Organism | PRIMA™ | | Commercial Hydrogen Peroxide Teat Dip | |
|------------------------|--------|--------|---------------------------------------|--------|
| | 15 Sec | 60 Sec | 15 Sec | 60 Sec |
| <i>E. coli</i> | 6.1 | 8.1 | 4.0 | 5.9 |
| <i>S. aureus</i> | 5.9 | 8.0 | 5.6 | 7.4 |
| <i>P. aeruginosa</i> | 8.3 | 8.3 | 8.3 | 8.3 |
| <i>S. agalactiae</i> | 5.9 | 5.5 | 7.9 | 7.9 |
| <i>S. dysgalactiae</i> | 7.5 | 7.5 | 7.5 | 7.5 |
| <i>S. uberis</i> | 6.6 | 8.0 | 5.0 | 8.0 |



Trial Description:

Clinical Teat Condition Trial
conducted by Dr. Al Britten, Udder Health Systems.

Ray Stuit Dairy, Lynden, Washington.
February 17 — April 13, 2005.

Pre and post dip compared to a commercially available hydrogen peroxide teat dip.

33 cows per study group from a 110-cow herd (free stalls, wood shavings).

Weather — Dry to start, wet from middle-to-end.