

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

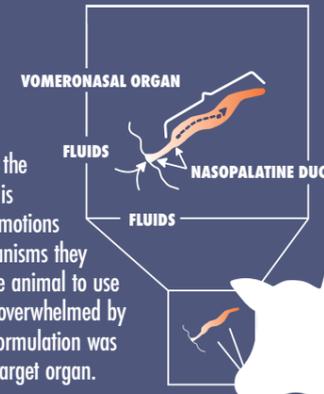
SecureCattle® was developed through nearly 30 years of research in animal chemical communication and animal behavior by SIGNS Laboratory who is a part of the Institute of Research of Semiochemistry and Applied Ethology (IRSEA) Group. SIGNS Laboratory is the world leader in pheromone-based biosolutions 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®.

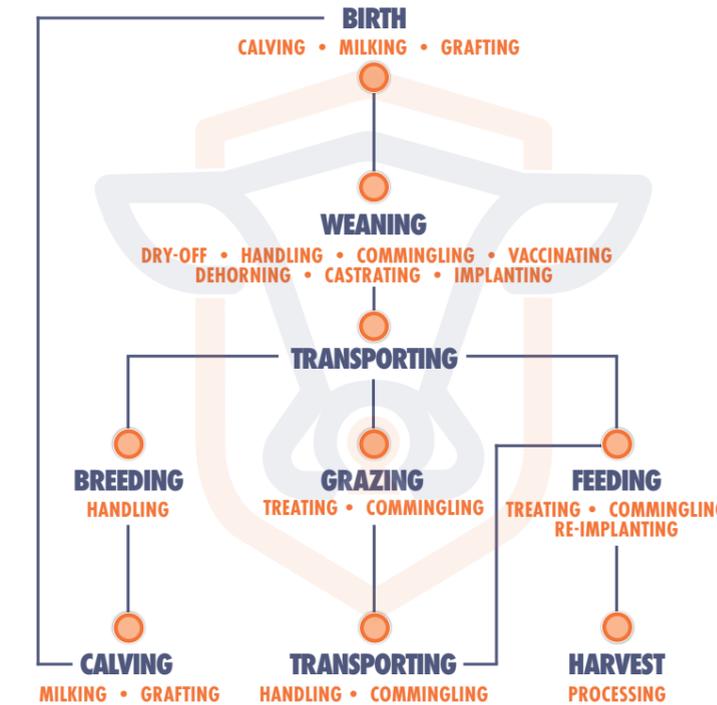
1 Shake well before using and then remove the cap.

2 Attach the pre-calibrated 5 mL dosing applicator.

3 Apply the entire 5 mL dose to the animal on the top of their neck in a single location between the poll and withers (nuchal skin area).

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



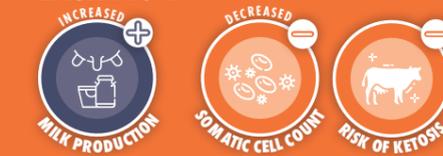
MATERNAL



HEALTH



LACTATION



Scan the QR code to view studies



PRODUCT COMPARISON

	SecureCattle®	FerAppease®	
Bottle Size	250mL	300mL	
Dose (mL per head)	5 mL	< 200 lbs. 5 mL	> 200 lbs. 10 mL
Treatment Area	Top of neck (1 location)	Muzzle + Top of Neck (2 locations)	
Head Treated Per Bottle	50	30*	



50 HEAD PER BOTTLE

*Based on cattle over 200 lbs. using 300 mL bottle. FerAppease® is a registered trademark of FERA Diagnostics and Biologicals College Station, TX, USA

	SecureCattle®	FerAppease®	
Bottle Size	1000mL	1000mL	
Dose (mL per head)	5 mL	< 200 lbs. 5 mL	> 200 lbs. 10 mL
Treatment Area	Top of neck (1 location)	Muzzle + Top of Neck (2 locations)	
Head Treated Per Bottle	200	100*	



200 HEAD PER BOTTLE

*Based on cattle over 200 lbs. using 1000 mL bottle. FerAppease® is a registered trademark of FERA Diagnostics and Biologicals College Station, TX, USA

SINGLE 5 mL DOSE LOCATION POUR

WHY



**Pour on.
Stress gone.**

Scan the QR
code or visit
SecureCattleUS.com
to learn more



M-26-655

NEXT GENERATION

DERHORNING
VACCINATING

WEANING

TRANSPORTING
COMMINGLING
HANDLING



COW-CALF

NEXT GENERATION

DERHORNING
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.

