

# Valiant Express<sup>®</sup>

## PRIME

The power of chlorine dioxide available in an economical, convenient concentrate with premium skin conditioning & color markings.

## Step Aside Iodine...

Express Prime is an affordable alternative to iodine.

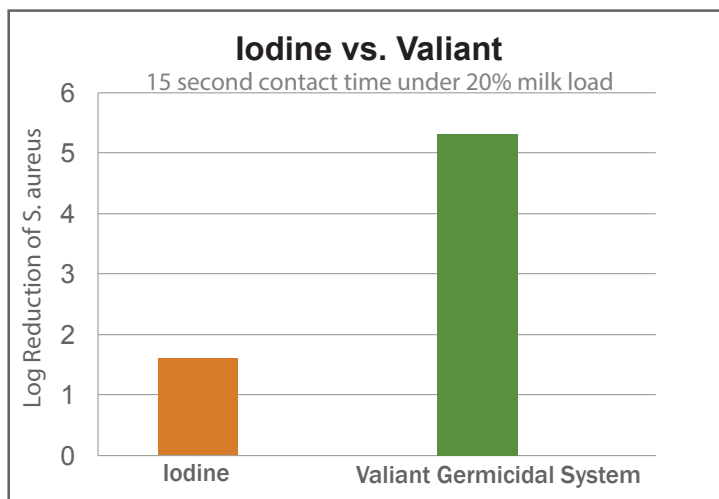
- + Price point that competes with iodine
- + Ability to maintain healthy teat skin and teat ends
- + 9 emollients in a blended package delivers 40% more than other Valiant Express formulas – yielding a high performance, economical post dip
- + Dual germicide delivers a broad spectrum, quick kill – maximizing protection until the next milking



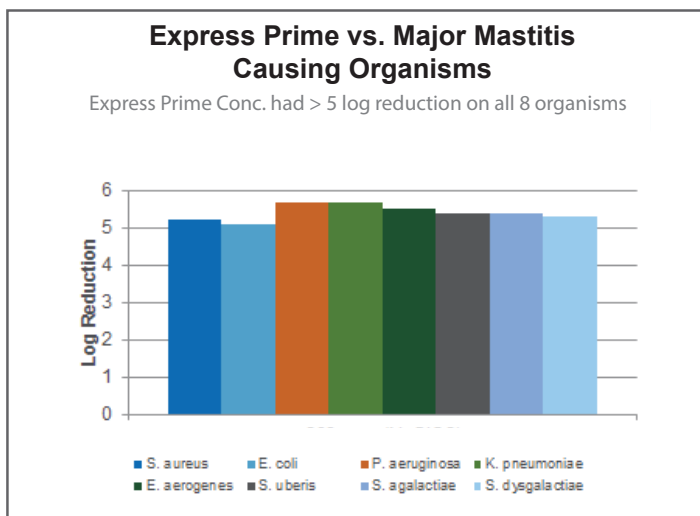
# Step Aside Iodine...

Express Prime is an affordable alternative to iodine.

- + **Are there other products like Valiant Express Prime?**  
NO. Express Prime is the next generation concentrate from a family of chlorine dioxide solutions with a 30 year history and proven track record of helping dairyman exceed their milk quality goals. There is no other product with benefits like this.
- + **Why shouldn't I just buy a cheaper alternative?**  
Mastitis treatment and prevention are significant costs on a dairy farm. With a proven, well-tested gemicidal system you can greatly reduce the risk associated with unproven and ineffective products.



- **What does this means to you?**  
Express Prime is a quick kill under organic load pressure



- **What this means to you?**  
Broad spectrum fast kill with all our products being fully tested



"Express Prime allows you to use the ABS Quality Milk System on a year round basis. Dairies that try to save money by switching to a non-chlorine dioxide teat dip can now switch to Express Prime , an effective option that is cost competitive to iodine. By utilizing the power of chlorine dioxide, you'll never have to restart the exfoliation process after switching from an iodine post dip."

-Dr. Roger Thomson  
Dairy Veterinarian, Michigan



"We have used both Express Blue and Valiant Pre/Post for the past 15 years. We recently had a chance to test Express Prime and incorporate it into our seasonal rotation. Though we generally don't have massive teat conditioning issues, Prime really softened the teats and improved skin conditioning in the fall prior to switching to Valiant Pre/Post for the winter. The product holds its own in the Valiant line and we can't wait until it comes out on the market."

-Trinity & Mark  
Johnson Rolling Acres



For more information about Valiant Express® Prime, please contact your local ABS representative or call 1.800.ABS.STUD.