

## Put your mare's cycle on your schedule

Whether you show, breed or do both, the mare management is the same: You want to control when your mare comes into heat. Regu-Mate® (altrenogest) is a synthetic hormone that can help you reliably manage your mare's estrous cycle.

### How hormone suppression works

As a mare enters estrus and prepares for breeding, her levels of estrogen rise. After she ovulates, estrogen drops and is replaced with an increasing amount of progesterone. Progesterone prepares her uterus for pregnancy and prevents abortion of the fetus. Roughly 14 to 16 days after ovulation, if the mare is not pregnant, her progesterone levels decline and the cycle starts over.

Regu-Mate is a synthetic form of progesterone called progestin. When given daily for up to 15 consecutive days, it reliably keeps mares from entering estrus. When use of Regu-Mate is discontinued, mares will return to estrus, or come into heat, within 4 to 5 days.

As the costs associated with breeding rise, getting a mare in foal the first time, at the right time, is more critical than ever.

Talk to your veterinarian about proper use and safe handling of Regu-Mate. Avoid skin contact. Always wear protective gloves when administering Regu-Mate. This product is contraindicated for use in mares with a previous or current history of uterine inflammation. **Pregnant women, or women who suspect they are pregnant, should not handle this product.**

### Accurate dosing is easy

The Regu-Mate equine dosing device lets you accurately administer Regu-Mate with minimal handling. Apply either at the base of the mare's tongue or directly on her grain.

- Easily dismantled for cleaning and relubrication
- Ergonomic design for maximum user comfort
- Dial-A-Dose system (2-15 mL) for easy dose setting and accuracy

**Ask your veterinarian for Regu-Mate, the only FDA-approved altrenogest.**

**Regu-Mate®**  
(altrenogest)

**We're for the horse.**  
And for helping the unwanted horse. Visit [uhvrc.org](http://uhvrc.org)



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## Better mare management:

How to manage broodmares and performance mares more efficiently.



## Mare care in the 21st century

Gone are the days when breeding involved only two horses and a pasture. New tools such as shipped semen and embryo transfer have made equine reproduction a modern science. As the costs associated with breeding rise, getting a mare in foal the first time, at the right time, is more critical than ever.

Performance mares also are expected to perform consistently at a very high level. If your mare's behavior changes when she's in heat, she may be a candidate for hormone management.

Whether your goal is breeding or performance, your best resource for mare management is your veterinarian. He or she can help you more efficiently manage your breeding program or put together an estrus control plan customized around your performance mare and your event schedule.

Many of the tools you'll read about here require a veterinarian's prescription and consultation — steps to ensure you get the results you're after.





## Get to know the estrous cycle

**Day 1:** The brain releases “gonadotropin-releasing hormone,” triggering the release of “follicle-stimulating hormone” (FSH).

**Days 2-6:** FSH stimulates the growth of one or more ovarian follicles, the structures within the ovary that contain the eggs. Estrogen levels rise at this time, and the mare’s body prepares for breeding. The mare is in heat.

**Day 7:** FSH levels drop, stimulating the release of “luteinizing hormone” (LH). LH causes the follicle to mature and rupture. This is ovulation (the egg is released from the follicle).

**Days 7-12:** Within 24 hours after ovulation, the follicle is replaced by a reddish-yellow mass called “corpus luteum,” or yellow body. Corpus luteum secretes progesterone and initiates a period of unreceptiveness to the stallion. She is now out of heat.

**Days 12-14:** If the mare is not pregnant, the hormone “prostaglandin” (PGF2 $\alpha$ ) is released from the uterus. This causes the corpus luteum to regress and progesterone levels to decline.

**Days 15-17:** The mare returns to estrus and the cycle starts over.

## Managing the breeding mare with hormones

Today, there are a variety of tools available to help take some of the guesswork out of breeding, including hormone treatment. Most breedings will result in conception when they occur 24-36 hours before ovulation or the day of ovulation. Consult your veterinarian for more information on the programs outlined here.

### The transitional mare

Mares transitioning from winter anestrus to normal cycling often experience irregular and erratic cycles. Some may develop follicles but never ovulate. Others will have prolonged periods of diestrus. Progestin hormones combined with 60 days of artificial lighting have the highest success rate in inducing normal estrus sooner. The best results are with mares who have follicles 20 mm or greater in diameter and who have been in estrus for 10 days or more.

### Shipped semen and embryo transplants with normally cycling mares

Whether you want to ensure your mare is ready when the transported semen arrives, breed multiple mares at once or get donor and recipient mares on the same schedule, there are many benefits to scheduled breeding. The timing between treatment and ovulation should be more consistent with normally cycling mares than with transitional mares.

### Suppression of estrus — postpartum mare

The first estrous cycle after a mare foals may not be the most fertile. Suppressing the cycle and allowing more time for the uterus to involute and return to normal can increase conception rates. In fact, ovulation may only need to be delayed as little as four days for a significantly higher conception rate.

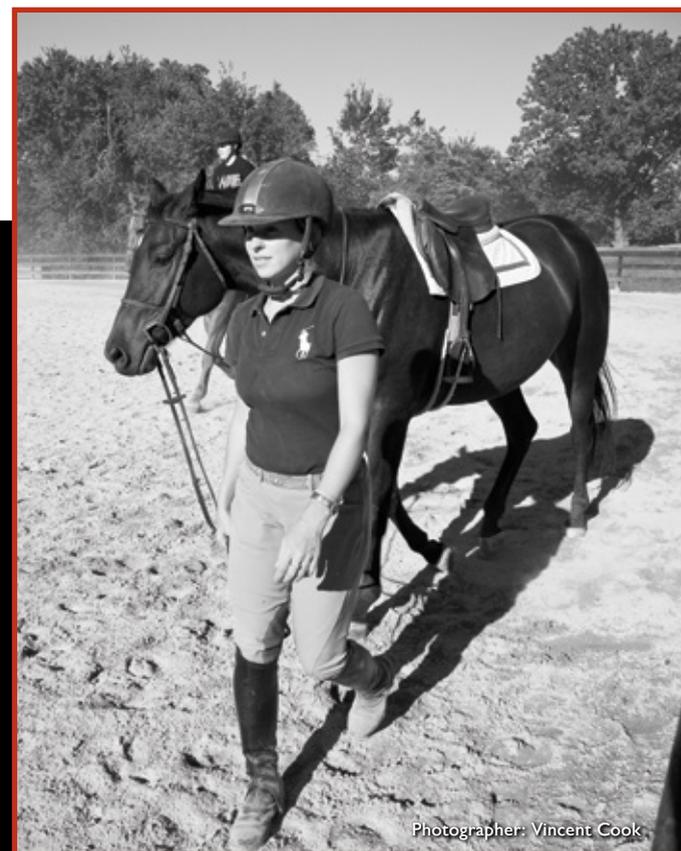
You can help reduce undesirable changes in behavior and mood by suppressing your mare’s estrus (heat) cycle with Regu-Mate (altrenogest).

## Managing the performance mare with hormones

You want your mare at the top of her game every time she enters the ring. If your mare’s behavior and focus change when she’s in heat, she can not only cost you the class, she can cost you the hundreds to thousands of dollars it took to get her there.

You can help reduce undesirable changes in behavior and mood by suppressing your mare’s estrus (heat) cycle with Regu-Mate (altrenogest). Within three days of the start of treatment, Regu-Mate will effectively suppress estrus in 95% of mares.

It’s important to note Regu-Mate cannot improve your mare’s normal performance. Regu-Mate can only eliminate hormonal distractions, so she can focus on you and perform more predictably.



Photographer: Vincent Cook

## Regu-Mate® (altrenogest). The proven performer for mare management

As the only FDA-approved altrenogest and with more than 20 million doses sold, Regu-Mate is trusted by veterinarians and mare owners for good reason.

- 30-year record of proven results.
- Regu-Mate effectively suppresses estrus in 95 percent of mares after 3 days of treatment. When treatment is discontinued, mares return to estrus within 4 to 5 days.
- Regu-Mate can help alleviate moodiness and temperament changes associated with estrus.
- Regu-Mate lets you breed earlier in the season by helping transitional mares cycle regularly.
- Scheduled breeding with Regu-Mate in cycling mares may be useful for:
  - Managing costs of shipped semen
  - Reducing number of stallion collections needed
  - Scheduling the estrous cycles of donor and recipient mares for embryo transplant
  - Suppressing estrus in postpartum mares to help increase fertility
- Regu-Mate is easy to administer — orally or top-dressed on grain.

## Learn the language

**Estrus:** Time when a mare is in heat and receptive to stallions. Usually lasts about a week, or 5 to 7 days. Estrogen is the primary hormone.

**Diestrus:** Time when a mare is out of heat. Usually lasts two weeks, or 14 to 16 days. Progesterone is the primary hormone.

**Anestrus:** Time when mare ceases all ovarian activity and is unable to be bred. During the winter months, 80 percent of mares experience anestrus.

**Transitional period:** Time between winter anestrus and normal estrous cycles, usually February–March. Cycles during this period are erratic and may or may not include ovulation.

**Progestin:** Synthetic progesterone hormone. The only FDA-approved oral altrenogest that exists is Regu-Mate.