

Paradigm™ Conc

Frequently Asked Questions

Product Overview

Q. What makes Paradigm Conc special?

A. Paradigm Conc contains iodine that has been optimized for maintaining mastitis control while reducing iodine load, without compromising performance. As a concentrated teat dip, flexible emollient options meet the needs of the herd year round.

Q. How effective is Paradigm Conc?

A. *In vitro* studies have shown Paradigm Conc has displayed greater than 5 Log (99.999%) reduction of common mastitis pathogens¹. In a study completed by Michigan State University, Paradigm Conc has been scientifically validated under real farm conditions and has shown equivalent protection against IMI compared to a conventional 1% iodine teat dip².

Q. What efficacy testing does DeLaval use?

A. DeLaval follows internationally approved standards for *in vitro* efficacy testing that targets mastitis causing microorganisms under conditions that mimic real world use, namely EN1656. See the Hy-Tech newsletter "The right test for the right application: EN vs AOAC testing" for more information and the Product Information Sheet for test specific details.

Validation & Trials

Q. What studies and trials have we done with Paradigm Conc?

A. For field trials, DeLaval follows the NMC testing guidelines of teat disinfectants for efficacy in preventing intramammary infections.

Usage & Handling

Q. What are the precautions to take when using Paradigm Conc?

A. Always dilute Paradigm Conc with potable water only and see label for complete instructions on mixing and dosage.

Q. How much Paradigm Conc should be mixed at a time and how should it be stored?

A. Ready-to-use (RTU) product should be used within one month of mixing. Follow label instructions for storage conditions.

Q. How does the quality of the water used in the mixture affect the final stability of the product?

A. Hard water up to 29 grains/Gal (500 ppm CaCO_3) and buffering capacity up to 14 mequiv/L has no impact on Paradigm dilution stability. Values outside of this range should be discussed with your local sales representative.

Q. Can Paradigm Conc be mixed manually?

A. Yes, Paradigm Conc can be mixed manually, see label for dilution table.

Emollient Options

Q. Which emollient levels are possible with Paradigm Conc?

A. Options of 2%, 5%, and 10% emollient using InstaMix G Emollient Concentrate (881158001 55gal, 881158275 275gal).

Q. Can the Dealer test the Paradigm Conc emollient level on farm?

A. There is no easy way to test on farm. If you suspect emollient levels need to be evaluated, contact your dealer representative for further evaluation.

Q. Can additional emollient be added to achieve more than the maximum 10% emollient level?

A. No, the labeling guidelines only state 2%, 5%, and 10%. Adding more than the recommended emollient level will impact product quality and performance.

Application & Compatibility

Q. Can Paradigm Conc be applied using a spray application?

A. Yes, Paradigm Conc can be applied using manual and automatic spray application. Follow the manufacturer's recommendations regarding compatibility.

Q. Does the tubing need to be changed when an existing blending unit customer switches to Paradigm Conc from another product?

A. It is recommended to change all tubing when switching from another product to Paradigm Conc.

Q. Is Paradigm Conc compatible with VMS and TSR?

A. Paradigm Conc is approved for use with VMS V300 and TSR. However, it may cause corrosion with aluminum, stainless steel, galvanized steel, and other soft metals. We recommend rinsing product off milking equipment after use.

¹DeLaval Reports 2025-10-018 and 2025-11-025

²Rodriguez et al., (2026). *Efficacy of a new iodine-based post-milking teat disinfectant (DeLaval Paradigm Conc) in preventing new intramammary infections*. NMC, Birmingham, AL.