



Paradigm™ Conc

**Smart iodine.
Reliable
protection.**

**Powered by Optimized Iodine and
Advanced Conditioning Technology.**

Paradigm™ Conc represents a new generation of teat disinfection – adjustable and focused on performance. It assists higher milk production goals while reinforcing the foundation of udder health in today's evolving dairy industry.



OPTIMIZED
IODINE

Paradigm™ Conc is a new iodine teat disinfectant concentrate using Advanced Conditioning Technology (ACT) and Optimized Iodine technology in a carefully balanced formula that offers equivalent efficacy as conventional iodine products.

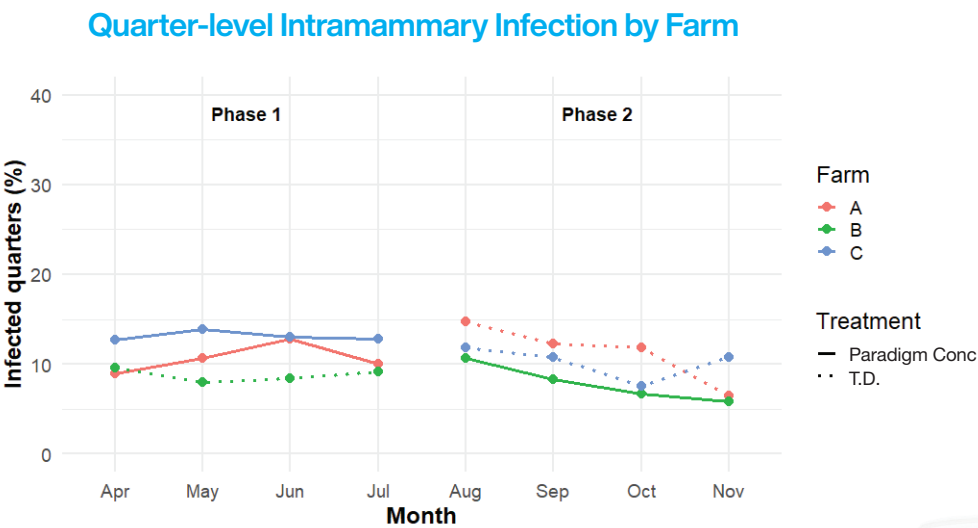
Field-Proven Results¹

- Paradigm™ Conc (0.25% iodine; 10% emollient) compared to T.D.™ (1% iodine; 10% emollient).
- Large commercial trial across 3 Michigan dairy herds (500+ cows/farm).
- 12,000+ quarters followed over 8 months in a switchback trial design.
- Results showed that annual new intramammary infection risk was similar between treatments.
- The study confirms that the Optimized Iodine formulation can maintain mastitis control while reducing iodine load, without compromising performance.

Laboratory Results²

In vitro efficacy Against Pathogen	5 Log Reduction PASS/FAIL
<i>S. agalactiae</i>	PASS
<i>S. dysgalactiae</i>	PASS
<i>S. aureus</i>	PASS
<i>S. uberis</i>	PASS
<i>E. coli</i>	PASS
<i>P. aeruginosa</i>	PASS
<i>K. pneumoniae</i>	PASS

99.999% kill in 30 seconds following modified EN1656 at 86°F with milk as the interfering substance.



What this means for your herd:

- Equivalent protection against IMI
- Lower total iodine use
- Scientifically validated under real farm conditions



¹ Rodriguez et al., 2026 unpublished
² DeLaval Reports 2025-10-018 and 2025-11-025