



HAPPY 30th BIRTHDAY TO: REVALOR-S!!

In the year 2021 Revalor-S will become 30 years old. The official birthdate is November 27, 1991. This is the first combination implant containing Trenbolone Acetate (TBA) and Estradiol 17 β (E2) to be approved by the FDA for increased weight gain and improved feed efficiency in Feedlot Steers. The Revalor-S implants contain 6 pellets in a 5:1 ratio, with each pellet containing 20 mgs of TBA and 4 mgs of E2 for a total of 120 mg of TBA and 24 mg of E2 in each implant. Revalor-S implants are contained in a cholesterol base, which has been demonstrated to provide for a steady and consistent release of both TBA and E2 over time.

Prior to Revalor-S approval, the combination of TBA and E2 was shown to be synergistic in previous implant work utilizing the combination of Finaplix-S and Synovex-S implants used concomitantly. These trials demonstrated that the combination implant strategy was superior when compared to either implant when used singularly, further proving they were synergistic to one another. In addition, the dose titration trials required for Revalor-S approval also demonstrated the synergistic effect between TBA and E2 in combination. In these trials several different levels of TBA and E2 were explored in various implants, as well as, both TBA and E2 used singularly. It was in these dose titration trials that the FDA approved the combination of 120 mg of TBA and 24 mg of E2 in a slow-release matrix of cholesterol.

Prior to 1992, when Revalor-S was introduced to the market, the feeding industry needed to implant steers with Finaplix-S in one ear and Synovex-S in the other ear. This combination worked fine and improved feedyard performance and margin in pens of steers. The problem at that time tended to be several aspects that Revalor-S was designed to overcome. The need to utilize two different implants from two different companies and use two different implant tools tended to be somewhat of an obstacle. There were also two different release rates from Finaplix-S and Synovex-S, which may have caused some minor problems. By far the largest obstacle to the concomitant use of Finaplix-S and Synovex-S tended to be the FDA mandate that the sales or marketing staff from each company was forbidden to discuss the data or concomitant use with customers or anyone in the cattle feeding industry. The only time the

data could be discussed was professional to professional, i.e. Nutritionist to Nutritionist, or Nutritionist to Veterinarian, or Veterinarian to Veterinarian. With the FDA approval of Revalor-S in 1991 and distribution into the marketplace in 1992, this ended the problems and complaints associated with concomitant use of two different implants and improved feedyard steer performance and margin to a great degree.

Since the advent and approval of TBA in 1986 with Finaplix-S, there has not been another implant like the Revalor Family of implants for consistently improving cattle performance and ultimately the margin in those cattle. There have been literally millions of research dollars spent proving the efficacy, consistency, and profitability of the Revalor family of implants. No other family of implants have been studied as extensively in a variety of situations, i.e. performance and carcass effects, various modes of action, meat science effects, sorting studies, serial harvest studies, cattle types, feeding regimes, grazing situations, weather effects, animal behavior effects, animal well-being effects, sustainability effects, etc. No other family of implants has been compared as extensively against competitive implants and implant strategies as the family of Revalor implants and Revalor still remains the industry standard for combination implants. And it all started 30 years ago with Revalor-S.

**Happy 30th Anniversary To:
Revalor-S and Dr. Wade T. Nichols**



1991



2021

In July of 1991, Dr. Wade T. Nichols was hired by Hoechst-Roussel Agri-Vet Company to assist in the launch and progression of Revalor-S, and ultimately the entire Revalor family of implants. Dr. Nichols had just graduated from Texas A&M where he studied under Dr. David Hutcheson and his dissertation topic was entitled “Effects of Growth Promotants on Rate and Composition of Growth in Finishing Beef Steers”. Dr. Nichols used different combinations and implant strategies containing TBA and E2 in a serial harvest experiment. Therefore, he became the perfect fit for the launch of Revalor-S for Hoechst-Roussel Agri-Vet Company. Dr. Nichols was hired to write the tech bulletins, design, initiate, and monitor further trials for Revalor-S, conduct pre-approval meetings with consultants, participate in videos for launch activities, and assist marketing in the launch campaign. He was hired and mentored by John Paul, DVM-Technical Services Manager (deceased) and Jerry Rains, DVM-Technical Service (deceased) who were both instrumental in the development and launch of Revalor-S. These three individuals were the Technical Services Staff for Hoechst-Roussel Agri-Vet Company for several years and they worked closely with R&D to ensure further development of the Revalor family. No other Technical Services Specialist has been involved longer, produced more research, and proven the value of implanting, within the Revalor Family of Implants than Dr. Wade T. Nichols.