

SUITABLE FOR ALL SPECIES



Calves



Lambs & Kids



Crias



Ewes



Foals



Pigs & Piglets



Dogs



Cats



Cost-Effectively...

ProfeSTART® ELECTROLYTE

Healthy Calves. Healthy Cows.™

WHY ProfeSTART ELECTROLYTE?

ProfeSTART ELECTROLYTE is a non-antibiotic isotonic energy and electrolyte supplement for calves, foals, lambs, kids, crias, piglets, dogs and cats. Suitable as a first feed for brought-in or stressed calves, lambs and pigs, and as a supplement for racing animals.

THE ProfeSTART DIFFERENCE

- ▶ Formulated based on current veterinary research and manufactured using innovative ingredients
- ▶ Tried, tested and proven across AUS
- ▶ Unsurpassed product quality, performance and on-farm infant animal rearing support
- ▶ Endorsed by leading professionals and specialists
- ▶ Available from leading rural resellers nation wide

BENEFITS

- ▶ **Application** – convenient formulation; animals can be left on milk feeds; liquid or powder options
- ▶ **Performance** – balanced formulation; quicker response and turnaround observed
- ▶ **Price** – exceptional value vs. bicarb based alternatives



ProfeSTART®

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ProviCo
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THE ProfeSTART DIFFERENCE

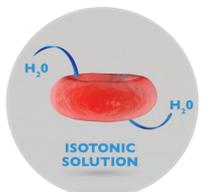
ProfeSTART ELECTROLYTE Supplement has been formulated exclusively to comply with the latest recommendations in veterinary research:



ZERO-BICARBONATE FORMULATION

Although all alkalinising agents have similar effects, acetate has several advantages over bicarbonate:

1. Acetate helps sodium and water to be absorbed in the small intestine but bicarbonate does not;
2. Acetate is a source of energy but bicarbonate is not;
3. Acetate will not alkalinize (raise the pH) in the abomasum or true stomach whereas bicarbonate will (i.e. creates an environment which may encourage the overgrowth of pathogenic bacteria in the small intestine);
4. Acetate does not interfere with milk whereas bicarbonate is known to interfere with milk curd formation.



ISOTONIC SOLUTION

Commercial electrolyte preparations vary in the amount of particles dissolved in the solution. Most products are “hypertonic” containing a very large amount of glucose in the preparation. This will draw water out of the intestine, instead of into it, in order to equalize osmolarity on both sides of the intestine.

In contrast, “isotonic” solutions have a similar amount of particles in the solution as is normally found in the bloodstream. This prevents water being drawn out of the intestine after ingestion.

Isotonic solutions provide a better option for restoring lost fluids and electrolytes for routine use.



STRONG ION DIFFERENCE (SID)

“Strong ion theory” encourages the use of products that deliver an excess of strong cations (sodium and potassium) relative to the concentration of strong anions (chloride) in order to help correct a portion of the acid-base balance in the blood.

While most commercial products fall well short of the required SID range, ProfeSTART ELECTROLYTE complies with the SID recommendations providing a balanced formulation.



EXCEPTIONAL VALUE FOR MONEY

ProfeSTART ELECTROLYTE powder provides up to 40% more doses per kg than other commercial electrolyte powders. Farmer feedback confirms ProfeSTART ELECTROLYTE provides application, performance and price benefits.

Do the math, make the switch, and benefit from ProfeSTART ELECTROLYTE.

DIRECTIONS FOR USE

To be fed as a supplement in between whole milk or milk replacer feeds for infant animals.

Suitable first feed for brought-in calves, lambs and pigs and as a supplement for racing animals.

If the animal displays weak reflexes or refuses to drink, seek immediate veterinary advice.

All solutions should be consumed within 24 hours of mixing.

DILUTION/MIXING RATE

Liquid Concentrate: 160mL added to clean drinking water to make up 2L of solution; refer product label

Powder: 60g per 2L of clean drinking water; refer product label
Refer product label

FEEDING RATES

BEST RESULTS

As a supportive measure during times of disease, stress, ill-thrift and gastric upset add **FortiMILK® GREEN** to all electrolyte feeds

PACKS

Liquid Concentrate: 1L, 5L and 20L Drums

Powder: 60g Sachet, 2kg, 4kg, 10kg and 20kg Pails

WITHHOLDING PERIODS

NIL

DOES NOT CONTAIN RESTRICTED ANIMAL MATERIAL

Healthy Calves.
Healthy Cows.™

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