

## SUITABLE FOR ALL SPECIES



Calves



Lambs & Kids



Crias



Ewes



Foals



Pigs & Piglets



Dogs



Cats



Cost-Effectively...

# ProfeSTART<sup>®</sup> 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<sup>®</sup>**

1300 380 343  
[info@proviso.com.au](mailto:info@proviso.com.au)  
[www.provicorural.com.au](http://www.provicorural.com.au)

**ProviCo**  
 RURAL

## THE ProfeSTART DIFFERENCE

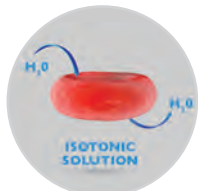
ProfeSTART ELECTROLYTE Supplement has been formulated exclusively to comply with the latest recommendations in veterinary research:



### ZERO-BICARBONATE FORMULATION

Although all alkalising 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 alkalize (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.
- Latest research recommends the inclusion of acetate over bicarbonate for routine electrolyte solutions.



### ISOTONIC SOLUTION

Commercial electrolyte preparations vary in the number 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 surrounding intestinal tissues into the gut in order to equalize osmolarity on both sides of the intestine. This osmotic process delays rehydration.

In contrast, “isotonic” solutions have a similar number of particles in the solution as is normally found in the bloodstream or surrounding intestinal tissues. This prevents water being drawn out of the intestine after ingestion, which enables rapid absorption of fluids and electrolytes.

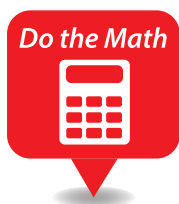
Isotonic solutions provide a better option for rapidly restoring lost fluids and electrolytes in all situations.



### 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 required SID levels providing a balanced formulation for restoring lost electrolytes.



### EXCEPTIONAL VALUE FOR MONEY

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

Do the math, make the switch, and experience the cost-effectiveness of 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

**Powder:** 60g (or 1 sachet) per 2L of clean drinking water

### FEEDING RATES

Refer product label

### 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.™

FortiMILK® and ProfeSTART® are registered trademarks of ProviCo.  
© ProviCo Pty Ltd 2021. All rights reserved.

