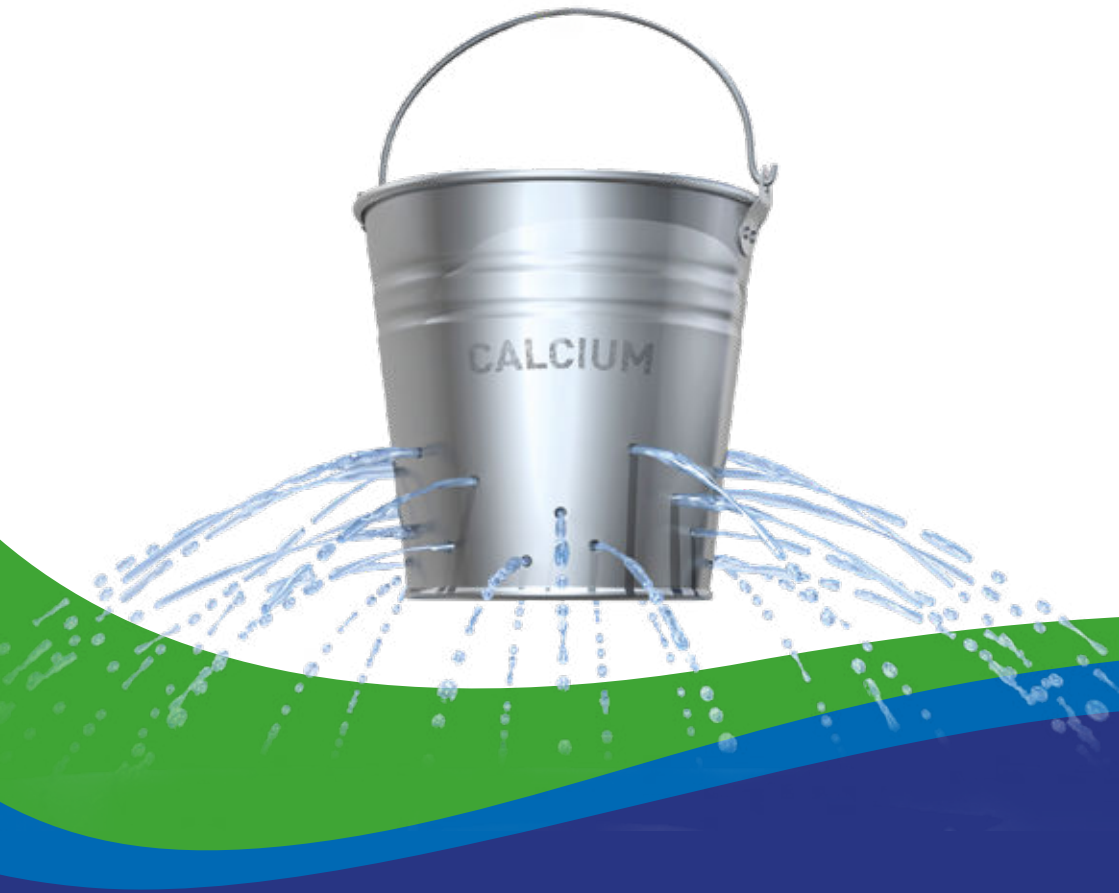


Problems with lameness or egg shell quality?



**More calcium is
not the answer...**

CalPid D+

Sufficient calcium in the feed but still getting calcium deficiency related problems?

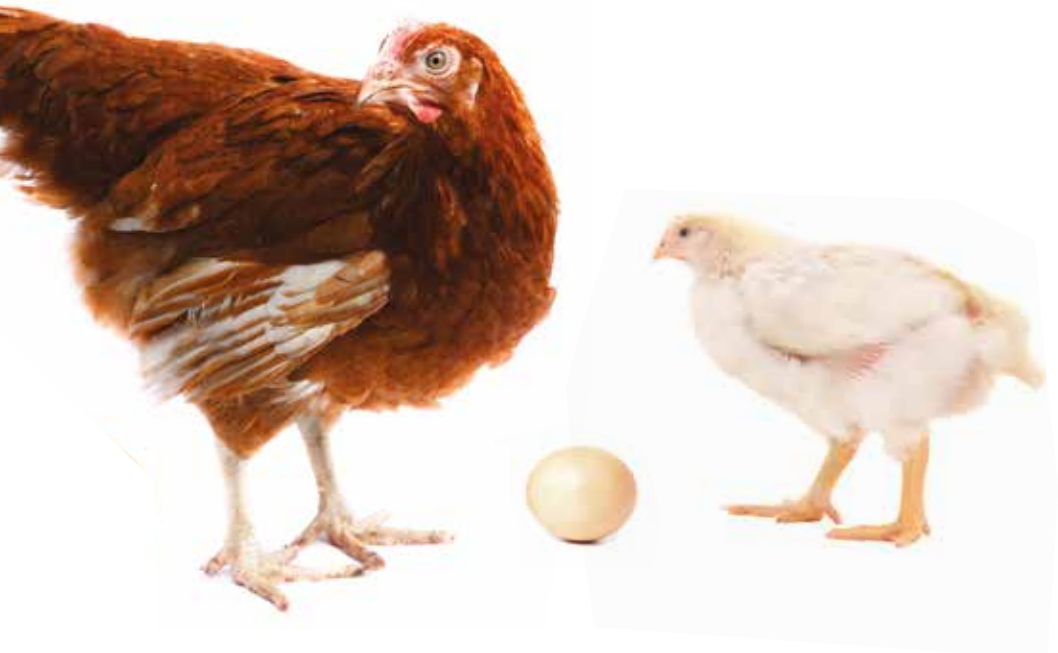
Related symptoms such as:

- **Lameness in broilers**
Commonly at 14-21 days of age or at periods of stress e.g. thinning
- **Poor egg shell quality**
After peak lay and increasing towards the end of production
- **Lameness in layers**
Commercial layers and broiler breeders usually late in lay

Increasing the feed levels of calcium has proven not to be effective and can adversely affect the Calcium Phosphate ratio...



The inadequate absorption of calcium is where the problem lies...



CalPid D+

A synergistic solution:

Simultaneous Calcium Pidolate and Vitamin Hy-D® treatment

CalPid D+ is a stand alone solution supplementing both critical nutrients.

It improves absorption and utilisation of calcium.

A solution to lameness and poor egg shell quality.

Two ways calcium passes the gut wall:

- **Passive:** paracellular transport

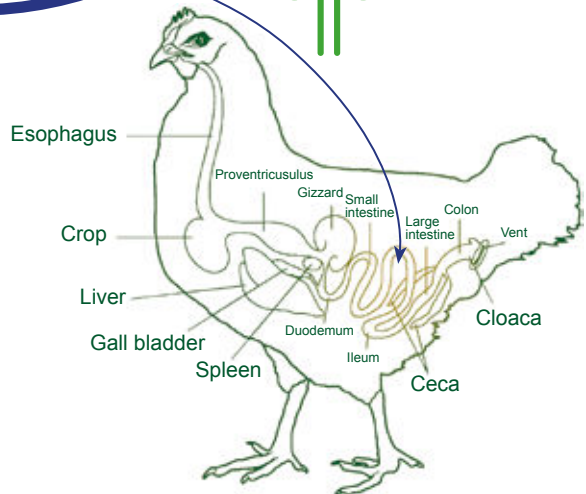
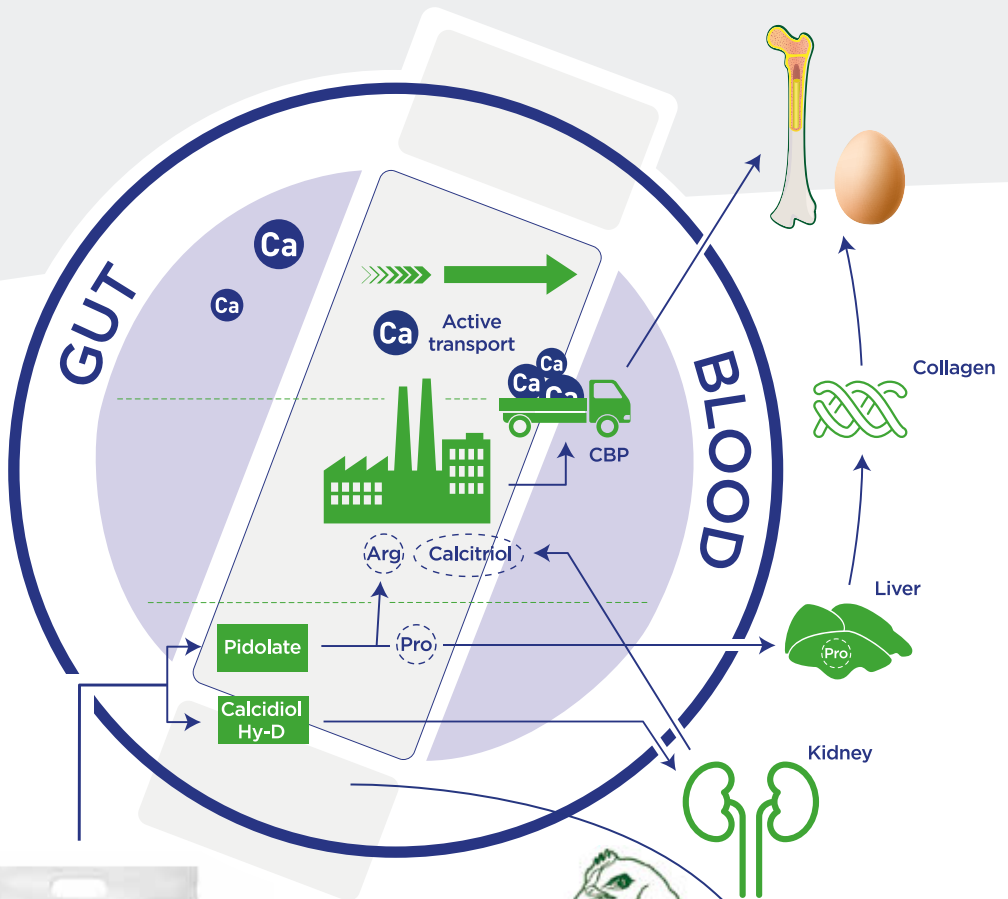
Both calcium and phosphorus pass between the enterocytes (gut cells) (see fig) in a concentration gradient towards the blood stream.

- **Active:** transcellular transport

A specific protein, Calcium Binding Protein (CBP) actively transports the calcium through the enterocytes and into the blood stream.

Increasing CBP levels actively promotes calcium uptake

- Active Vit D (calcitriol) stimulates production of CBP using Arginine (Arg) as a building block.
- Pidolate is the precursor of Arg.





About Pidolate

Besides being the precursor for arginine (CBP), pidolate can alternatively be metabolised into proline (Pro) which is needed for collagen and thereby forms the matrices of bones and egg shells.

Offering pidolate has been proven to offer the following benefits:

- 1) A 7.8% increase in tibia length with improved uniformity in 69 day old pullets*
- 2) An increase in the elasticity of and resistance to fracture in the tibias of 21 day old broilers**
- 3) A 7% Increase in egg shell strength after 53 weeks of production*

Proven to improve the quality and to accelerate the development of bone structure.

Results in an increased Calcium storage capacity which gives stronger bones and egg shells.

*ESSAI PCa PULLETS UK ST V06 / **ESSAI PCa BROILER ES V01

About Hy-D®

Hy-D® (calcifidiol / 25(OH)D3) provides all-round benefits for health, performance and productivity. Hy-D® is easily absorbed and does not need to be hydroxylated in the liver, it is not therefore limited by poor liver function in situations such as fatty liver syndrome.

Higher blood serum levels of 25(OH)D3

- 1) 10% stronger bones*
- 2) 2% more eggs per layer circle*
- 3) 15% increase in saleable eggs through improved shell quality*

Vitamin D stimulates the absorption of calcium in the gut.

*Data on file

A highly water soluble powder to be used in the drinking water.

How to use

Lameness in broilers

Start at onset of lameness or prior to when problems normally occur.

Dosage: 20g or 40g per 1000kg bird liveweight (LWT) for 1 to 3 days

- Moderate lameness - first 2 days at 40g/1000kg LWT followed by 20g/1000kg LWT
- Severe lameness - 40g/1000kg LWT

Duration: 3-5 days depending upon the resolution of symptoms.

Lameness or egg shell quality problems in layers

Start at onset of lameness or prior to when egg shell problems normally occur.

Dosage: 20g or 40g/1000kg LWT per day

Duration: 7 days

Packaging

CalPid D+ is packed in 1.6kg resealable packs.



For more information,
please visit our website:

www.pharmsure.net