



ProN8ure
Multi-Strain Probiotic

every bird every day



ProN8ure, natural protection against stress

- ProN8ure establishes the essential gut microflora needed for a healthy digestive tract, overcoming the drawbacks of intensive hatching and rearing systems which compromise colonisation by beneficial bacteria.
- ProN8ure, administered daily in water or feed, maintains a healthy digestive system while stimulating the bird's natural immune system.
- ProN8ure stops problems before they start by inhibiting pathogens like E.Coli and Salmonella, from colonising the gut.

On the first day of hatching

Chicks should receive ProN8ure as soon as possible after hatching to ensure early establishment of a healthy gut microflora. ProN8ure provides chicks with a solid foundation of beneficial bacteria which creates a balanced digestive system; enhanced

health; better metabolism of feed; an aid to overcoming problems like wet litter and protection from Pathogens. Continuing the use of ProN8ure in water or feed is recommended throughout the life of the bird.

As part of the feeding plan

ProN8ure should be included in the feeding or watering programme for all birds to maintain a healthy balance

of beneficial gut microbes. Trials have shown that ProN8ure increases growth rates, improves digestive efficiency and reduces mortality.

Following antibiotic therapy

Ensure ProN8ure is introduced following the last antibiotic administration. Antibiotics, while destroying pathogens, also destroy the balance of natural microflora in the gut leaving the bird susceptible to re-infection.

For racing, breeding or showing

All caged birds are vulnerable to the effects of stress which disrupts the normal balance of healthy gut microbes, affecting health and performance as well as leaving birds susceptible to infection by disease causing organisms.

ProN8ure should be used continuously in these situations to counter the effects of stress.



PRON8URE MULTI-STRAIN PROBIOTIC - INTESTINAL GOOD HEALTH FOR ALL BIRDS

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ProN8ure®

MULTI-STRAIN PROBIOTIC

THE WAY TO IMPROVED HEALTH IN ALL BIRDS

The digestive system plays a vital role in the health, vigour and performance of all birds.

Correct functioning of the digestive system is dependent on the level and balance of billions of bacteria and yeasts called microflora. Microflora are essential for breaking down cellulose and other indigestible substances; for the synthesis and absorption of vitamins and minerals; for stimulating the immune system and preventing the proliferation of pathogens like E.Coli and Salmonella (pathogens reduce nutrient absorption, cause infection and disease and even at subclinical levels can affect performance). Research shows that whereas a germ free rodent can be killed with a mere ten Salmonella enteritidis organisms, one billion organisms are needed to kill a rodent with a complete microflora. The enormous difference underlines the importance of *establishing and maintaining* a healthy intestinal microflora.

ProN8ure multi-strain probiotic is a live microbial feed supplement formulated to establish, enhance or re-establish the essential gut microflora.

Seven naturally occurring beneficial strains of bacteria help make ProN8ure the most advanced probiotic in the world today. Unlike earlier single strain probiotics, which often produced highly variable results, the microbes in ProN8ure have a special protective coating ensuring maximum 'live' survival rates on the journey through the crop to the gut. All the micro-organisms in ProN8ure are regarded as safe non-toxic and residue free. There are no risks of overdosing and ProN8ure is compatible with all feeds, feed ingredients like vitamins and minerals, wormers and some antibiotics.

ProN8ure can be used every day to maintain birds in good health.

The levels of micro-organisms in the gut are constantly changing and affected by many conditions. Ideally ProN8ure should be administered daily at maintenance levels. However, ProN8ure can be used on a short term basis to treat specific problems or introduced at times when difficulties and stress are anticipated. *The common sense approach to using ProN8ure is to stop problems before they start.*

Use of ProN8ure to combat 20 common stresses in birds.

All birds have a negative physiological reaction to stress. Stress plays havoc with the digestive tract, by disrupting the balance of normal, beneficial gut microbes, raising intestinal pH and creating opportunities for pathogens.

STRESS CAN EASILY BE INDUCED BY:

TRANSPORTATION • TEMPERATURE EXTREMES • PATHOGENIC ORGANISMS • EXCESS HUMIDITY • BAD VENTILATION • VARIABLE CONDITIONS • DUSTINESS • OVERCROWDING • DEHYDRATION • POOR HYGIENE • VACCINATION • DISEASE • POOR NUTRITION • NEW INTRODUCTIONS • IRREGULAR LIGHTING • EXCESS AMMONIA • FEED VARIABILITY • VISITORS • POOR WATER QUALITY • BREEDING

Using ProN8ure overcomes the effects of stress by maintaining or re-establishing the necessary levels and balance of microflora in the gut.

AT HATCHING

When chicks hatch, their intestines are sterile but bacterial colonisation normally occurs rapidly, aided by ingestion of "crop milk" from the parent bird. It has been estimated that the natural intestinal microflora consists of at least 400 different types of bacteria, totalling some 10¹³ organisms per gram of gut contents. Intensive systems in bird housing and raising tend to interfere with the establishment of a balanced gut microflora, leading to impaired digestive function and decreased disease resistance. ProN8ure administered to all chicks at hatching encourages the establishment of beneficial bacteria and promotes good health.

By ensuring the required level and balance of microflora, ProN8ure offers some principal benefits:

Protection from scours/diarrhoea

Wet litter has long been a major problem with birds. Until now bacterial interference has been achieved by administration of antibiotics. ProN8ure offers the same bacterial interference but in a beneficial way through the infusion of good bacteria. In contrast to antibiotics which are often used on a treatment basis, ProN8ure used in maintenance role can prevent wet litter developing or reduce the severity of any outbreaks.

Protection from gut infection

Feeding ProN8ure from birth ensures the establishment of gut microflora with a positive balance of beneficial bacteria.

These beneficial bacteria aid in preventing colonisation by pathogens like E.Coli and Salmonella. In the event pathogens are already present in the bird's gut, ProN8ure effectively excludes or suppresses these organisms so they no longer affect the health of a bird. A healthy digestive tract is essential for a healthy immune system and ProN8ure works to strengthen both.

Improved digestion of feed

Development of the bird's gut is important. ProN8ure helps increase the efficiency of the digestive processes which means better controlled growth and less digestive upsets.

BREEDING BIRDS

It is very important for breeding birds to make optimum use of nutrients in their feed in order to produce healthy, viable chicks. ProN8ure aids in the absorption of nutrients and the breakdown of complex food ingredients. Parent birds receiving ProN8ure are also more likely to pass on beneficial bacteria to their chicks through their crop milk.

FOR RACING PIGEONS

During a race, which lasts up to 10 hours, birds do not eat or drink. The stress of this extreme physical exertion combines with digestive stress to severely disrupt gut microflora. The common result is birds with green, slimy droppings from which birds take days to recover. By replacing the beneficial bacteria which have been removed, ProN8ure restores gut function and boosts natural immunity. This means birds recover faster with reduced need for antibiotic administration.

Use of ProN8ure for post antibiotic therapy

Broad spectrum antibiotics are in common use to treat infections in birds. While effective against disease-causing bacteria; they kill good bacteria as well, leaving birds susceptible to re-infection, disease or other upsets.

ProN8ure multi-strain probiotic should be used at stress levels immediately following any course of antibiotics. This re-establishes populations of essential beneficial bacteria needed to resist gut re-infection and establish a healthy digestive system.

Used regularly ProN8ure can stop gut infections before they start.

By using ProN8ure on a regular basis the digestive tract is being flooded with beneficial bacteria which colonise the gut, dramatically reducing the sites available for potentially pathogenic bacteria.