

HIGH POTENCY CALCIUM GEL®

A Mineral Supplement for Dairy and Beef Cattle

In the life of a dairy cow, the most critical time is the first few days after calving. Her metabolism is under the stress of supply and demand. She needs to supply milk and freshen while her body demands proper nutrient balance to support those functions. Oral administration of High Potency Calcium Gel® is a "valuable, easily administered supportive treatment when a supplemental source of calcium is indicated" (See Figure 1).

Milk fever affects up to 6% percent of all dairy cows in the US and research indicates that 60% of high producing cows can experience hypocalcemia.¹ Avoiding the diseases associated with hypocalcemia and keeping cows in the herd longer also adds to the bottom line. Increased calcium levels have been shown to remain elevated for at least 6 hours after use of calcium gels (See Figure 1). High Potency Calcium Gel has also been shown to maintain serum inorganic phosphorus concentrations (See Figure 2).

High Potency Calcium Gel is also recommended for stressed and older cows that have previously shown signs of parturient hypocalcemia and can be given within 24 hours of parturition and repeated within 24 hours.



¹ Alternative to Metabolic Disorders, Mike Hutjens, 2003

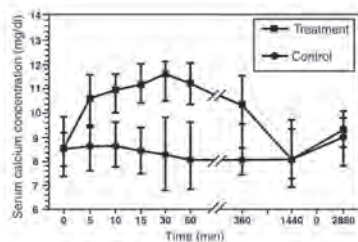


Figure 1: Posttreatment mean values (± 1 SD) of serum total calcium concentration in cows treated orally with calcium gel (treatment) or with the inert carrier gel (control) at 0 minutes. The increase in serum calcium concentration in the treatment group was significant ($P < 0.05$), compared with that of the control group, from 5 through 360 minutes after treatment.

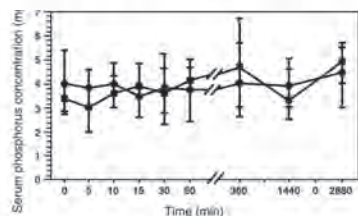
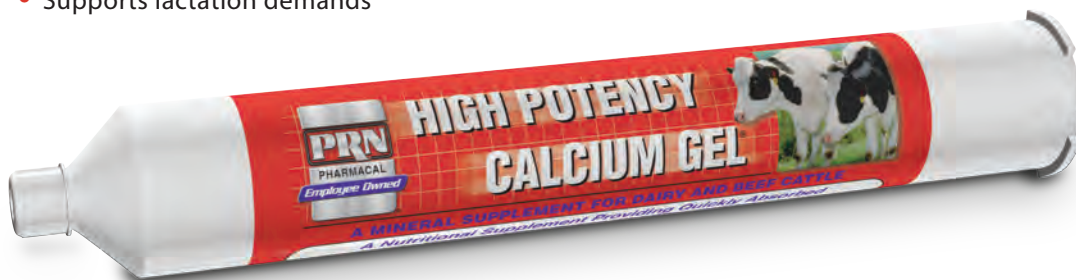


Figure 2: Posttreatment mean values (± 1 SD) of serum inorganic phosphorus concentration in control vs. treatment groups. Serum inorganic phosphorus concentration were significantly ($P < 0.05$) increased for treated vs control cows after oral administration of gels at 0 minutes. See Figure 1 for key.

Why High Potency Calcium Gel?

- Fast-acting
- 470 mg/ml calcium chloride
- Reduces need for intravenous calcium treatments
- Supports lactation demands



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GUARANTEED ANALYSIS:

Per 10 FL OZ (300 mL)

Moisture(Max.)	65%
Calcium(Min.)	11%
Calcium (Max.)	14%
Calcium	50g

WARRANTY:

PRN High Potency Calcium Gel[®] is warranted to conform to the guarantees described when used in accordance with directions. There are no other warranties expressed or implied, including those of merchantability or fitness for purpose.

INGREDIENTS:

Calcium Chloride, Powdered Cellulose, Silicon Dioxide.

STORE IN A COOL DRY PLACE

FOR LIVESTOCK USE ONLY

KEEP OUT OF REACH OF CHILDREN

DIRECTIONS FOR USE:

Dairy and Beef Cattle

Give one tube within 24 hours prior to calving.

Give another tube within 24 hours after calving.

Hold animal's head in a slightly elevated position and place tube in animal's mouth directly over the tongue. Quickly express the correct amount into the animal's mouth and hold closed until product is swallowed. Do not use rope or restraint that will choke animal.

CAUTION:

Use extreme care to prevent injury to the animal's mouth and throat tissue when dispensing PRN High Potency Calcium Gel[®]. Do not allow the animal to chew on the tip of the tube which can result in mouth laceration. Do not dispense to animals with open sores in the mouth or throat. Gel may cause irritation to eyes and skin.

CAUTION:

Contact with eyes, wounds, or prolonged contact with skin can cause irritation. Flush with warm water if exposed.

