

# Keep Her Calcium Elevated...

x  zELIT®



## USE THE LATEST RESEARCH TO:

- Optimize fresh cow health
- Activate bone Ca mobilization
- Improve blood Ca levels at calving
- Eliminate urine pH testing
- End sourcing of low-potassium forages

**VILOFOSS®**

# MEETING THE CHALLENGE

## of Fresh Cow Clinical and Subclinical Hypocalcemia

Normal fresh cow blood calcium levels (> 8.5 mg/dl) are highly correlated to the key metabolic parameters essential for optimal fresh cow health, milk production, reproduction and overall productive life.

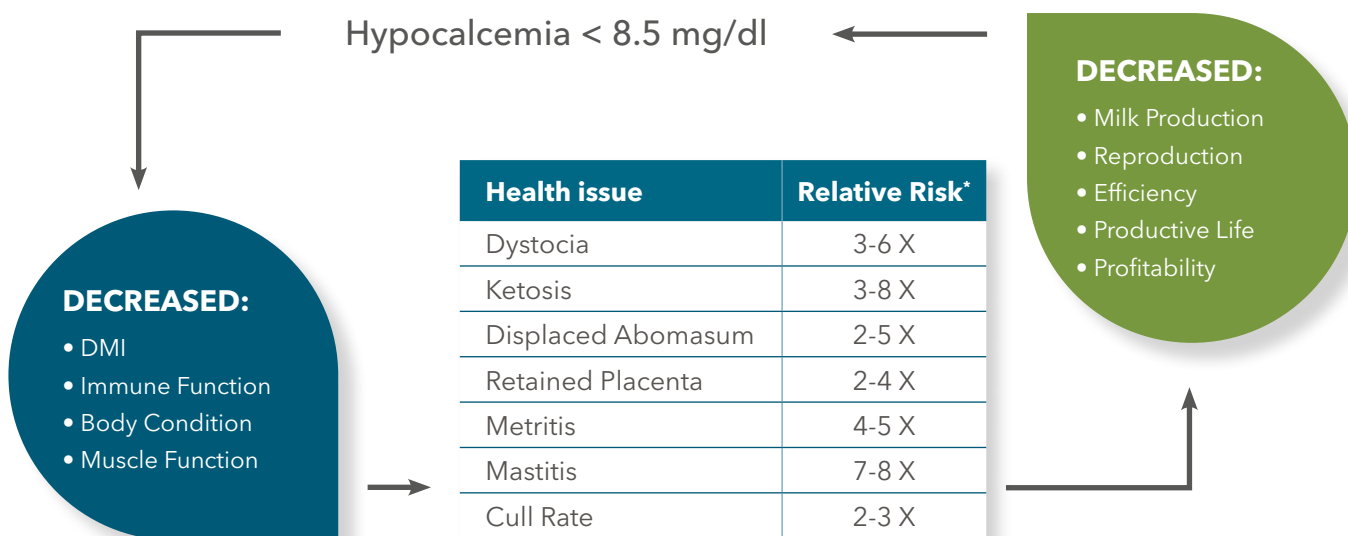
Typical fresh cow incidence of clinical hypocalcemia (milk fever) is 3-6%, while subclinical hypocalcemia affects 50% or more of mature cows.

The effects of clinical hypocalcemia (CH) can be financially significant; however, subclinical hypocalcemia (SCH) is even more costly because it affects a much higher percent of fresh cows.

Due to its insidious nature, routinely diagnosing SCH and appropriately treating on an individual cow basis is largely impractical.



## Cascading Effects of Hypocalcemia



\* Relative Risk data sourced from multiple scientific journal articles.



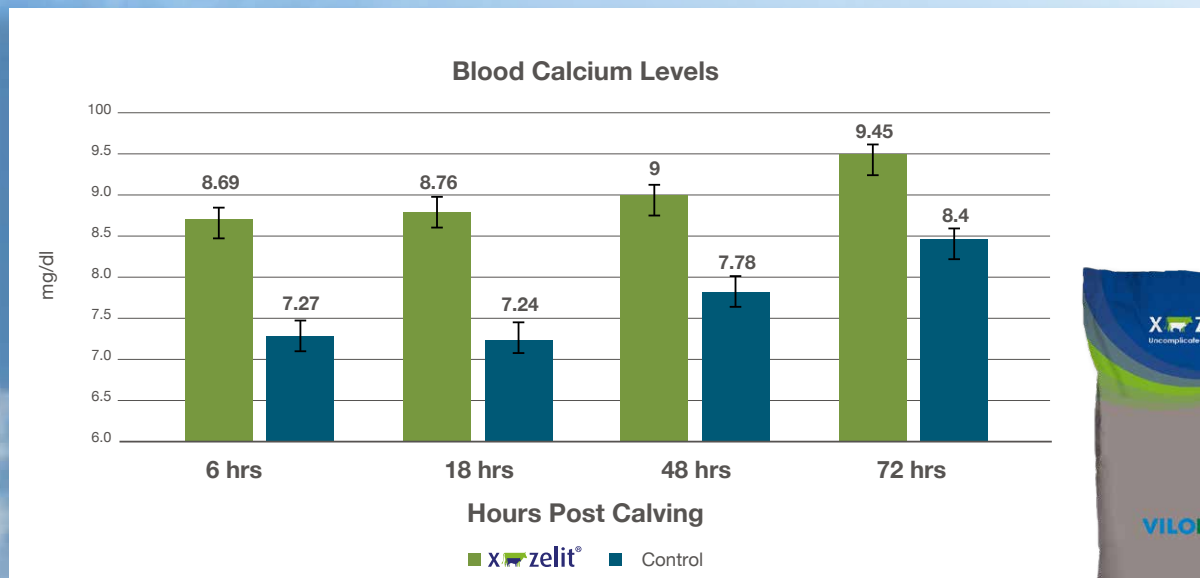
# UNCOMPLICATED EXCELLENCE

X-Zelit® offers a unique approach that is both effective and easy to use:

1. Add X-Zelit® to the Prefresh diet.
2. Binds dietary phosphorus and calcium.
3. Promotes activation of 1-25(OH)<sub>2</sub> Vitamin D and potential deactivation of FGF-23 (Fibroid Growth Factor-23) via a novel P homeostasis pathway.
4. Triggers bone mobilization of Ca and P in preparation of calving.
5. Optimizes blood calcium levels at calving, which lowers risk of milk fever and hypocalcemia increasing the opportunity for transition success.

## DELIVERING RESULTS

### Hassle-Free Blood Calcium Elevation



Cornell University Study; Published in Journal of Dairy Science, 2019



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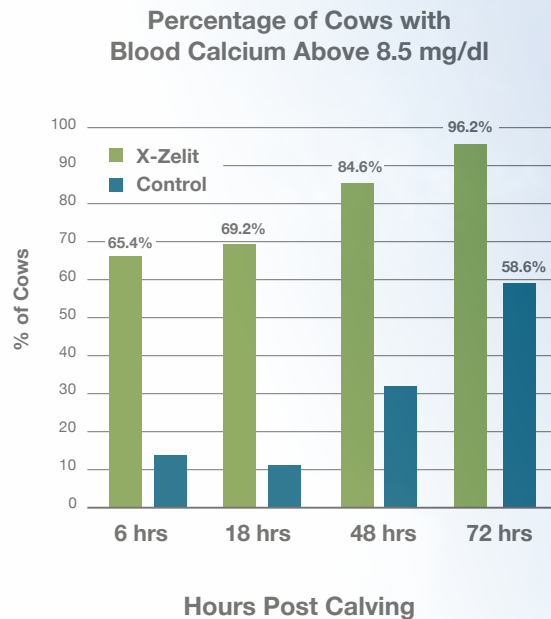
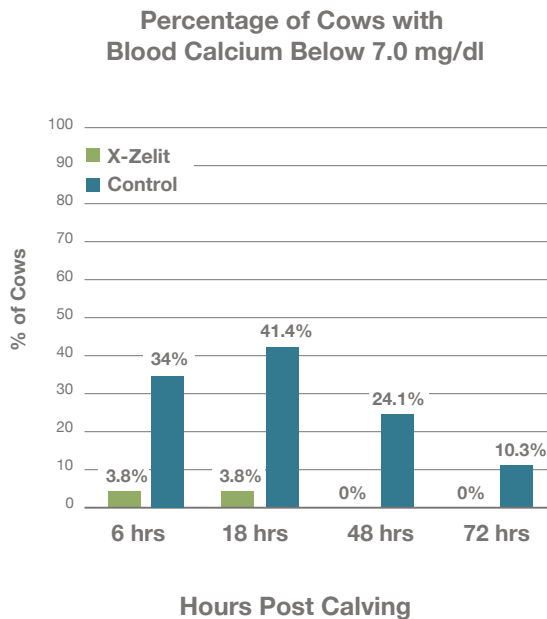
*We ran (X-Zelit®) on a trial basis with some of our 2nd lactation cows... and saw our subclinical hypocalcemia go from 50% to 20%. After the trial results, we expanded X-Zelit's use to all of our cows because of the reduction to subclinical hypocalcemia.*

- John Verwey, Johann Dairy, Fresno, CA, Milking 4,000

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# ELEVATED CALCIUM LEVELS

for Optimal Fresh Cow Health



Cornell University Study; Published in Journal of Dairy Science, 2019

Sourcing low-potassium feeds and managing negative DCAD programs are challenging. Adding X-Zelit® to your prefresh diet is easy and more effective in optimizing blood calcium levels.

|                                         | X-Zelit® | Negative DCAD |
|-----------------------------------------|----------|---------------|
| No need for low-potassium forages       | ✓        | ✗             |
| No need for urine pH testing            | ✓        | ✗             |
| Much lower labor costs                  | ✓        | ✗             |
| Readily consumed                        | ✓        | ✗             |
| Less calcium boluses needed             | ✓        | ✗             |
| Small grain forages/pasture can be used | ✓        | ✗             |

Work closely with your nutritionist to provide a properly balanced diet when using X-Zelit®.