

 **AlphaD<sub>3</sub>**  
VITAMIN

Alura



## THE MOST PROFITABLE AND STRONG SQUAD

### Science for better productivity

**Alpha D3** works at the deepest metabolic level to boost calcium and phosphorus absorption (Fig 3), resulting in a stronger bone structure which supports the rapid increase in body weight and reduces bone pathologies.

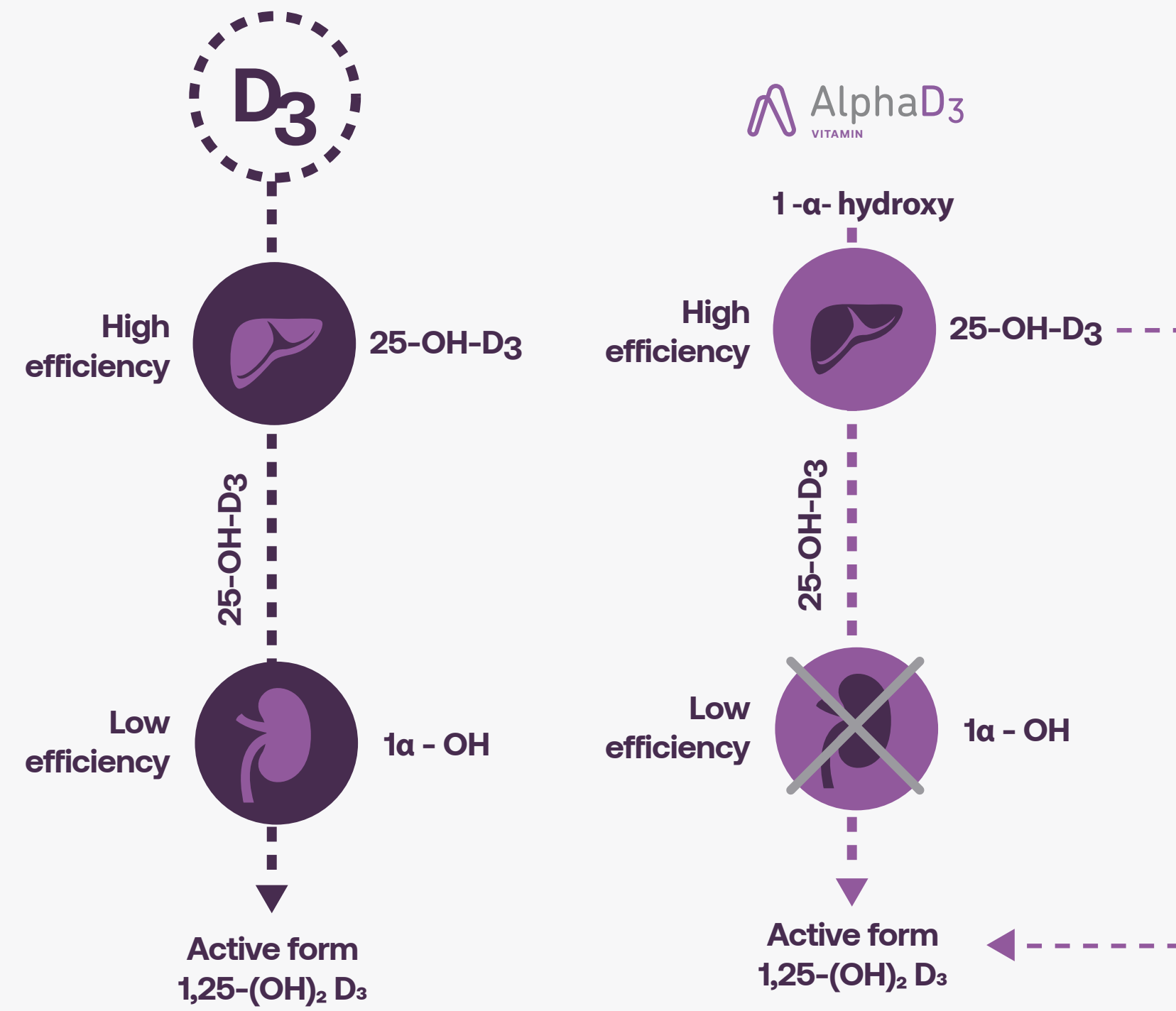


# ALPHA D3 IS 10 TIMES MORE BIOACTIVE THAN VITAMIN D3

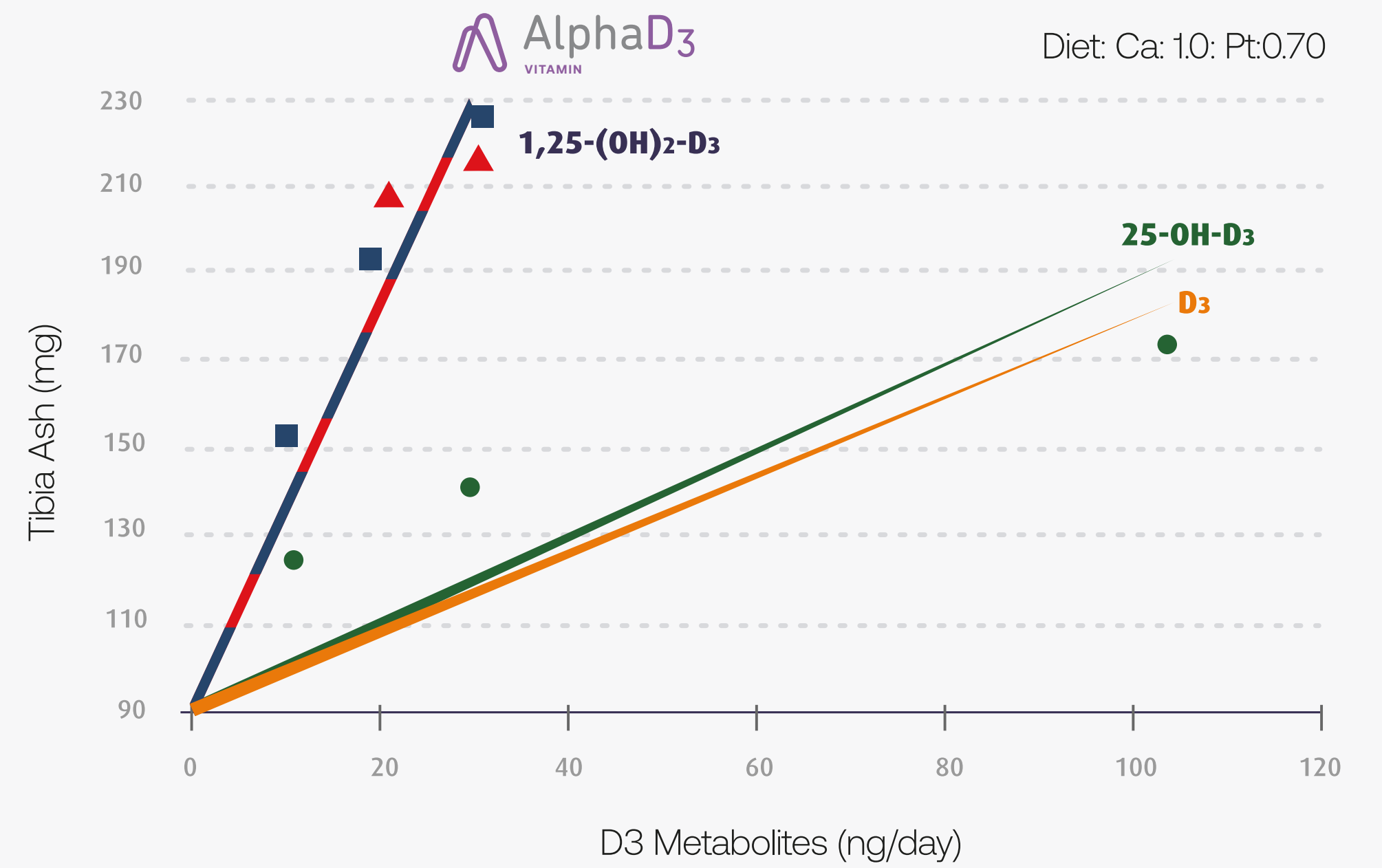
The Vitamin D3 requires hepatic and renal hydroxylation to become the active form 1,25 OH D3.

**Alpha D3** is already hydroxylated at 1 $\alpha$  carbon, bypassing the kidney step. **Alpha D3** only needs hepatic activation (high efficacy) to become active metabolite and greatly available to the organism, participating then of all key process in which it is required.

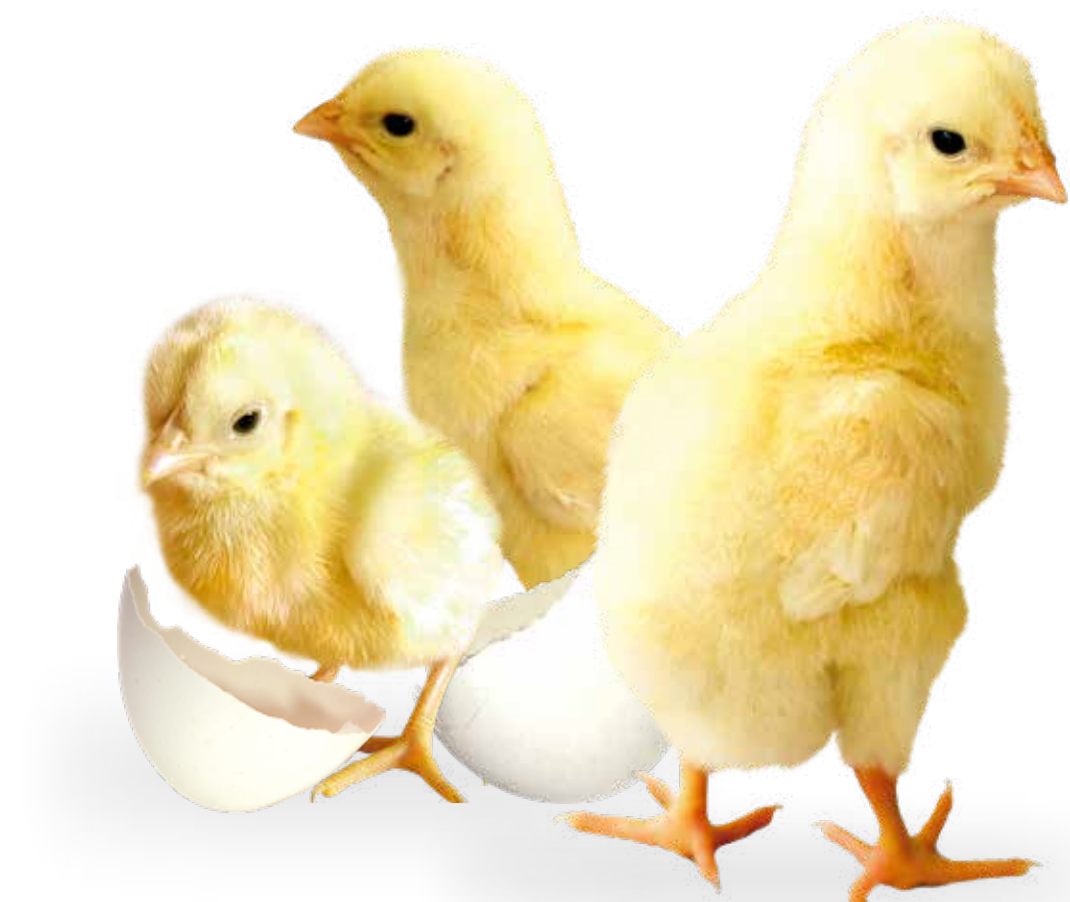




## Alpha D3 is absorbed more effectively



# Find out why **ALPHA D3** is the best source of Vitamin D for Broilers



- Improves bone health and leg quality, since favors good bone development.
- Reduces bone pathologies and subclinical diseases.
- Reduces losses caused by leg fractures on the slaughter line.
- Improves zootechnical performance in their early stages and promotes flock uniformity (Fig. 1).
- Increases the production of mucin type 2, stimulating the intestinal health.
- Decreases the incidence of wooden breast (Fig. 2) and reduces severity of injuries.
- Promotes feed cost savings through nutritional matrix of calcium, phosphorus and vitamin D.

## Recommendations

Adjust calcium and phosphorus levels according to your nutritional requirement reference.

Remember to consider calcium levels from the ingredients and additives, as well as maintaining the Ca:P ratio.

Fig 1. Adj. Feed conversion rate, broilers at 21 days

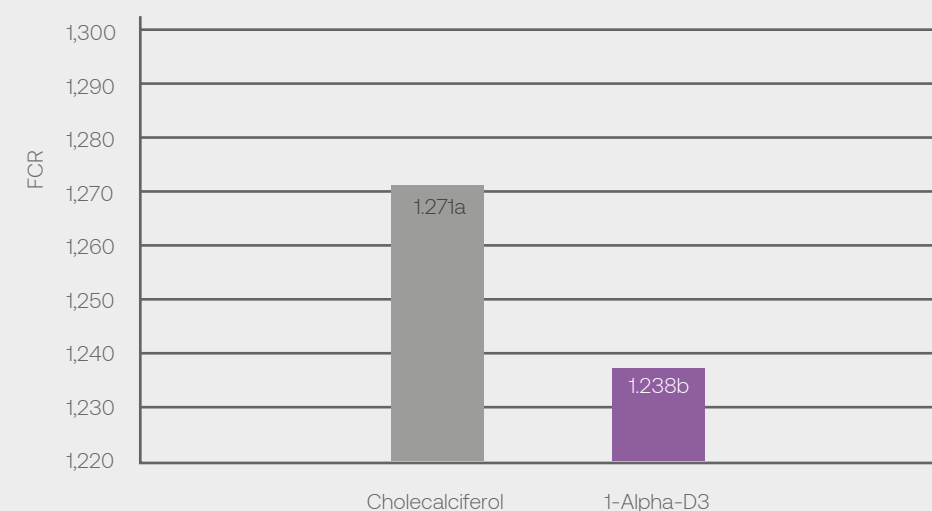
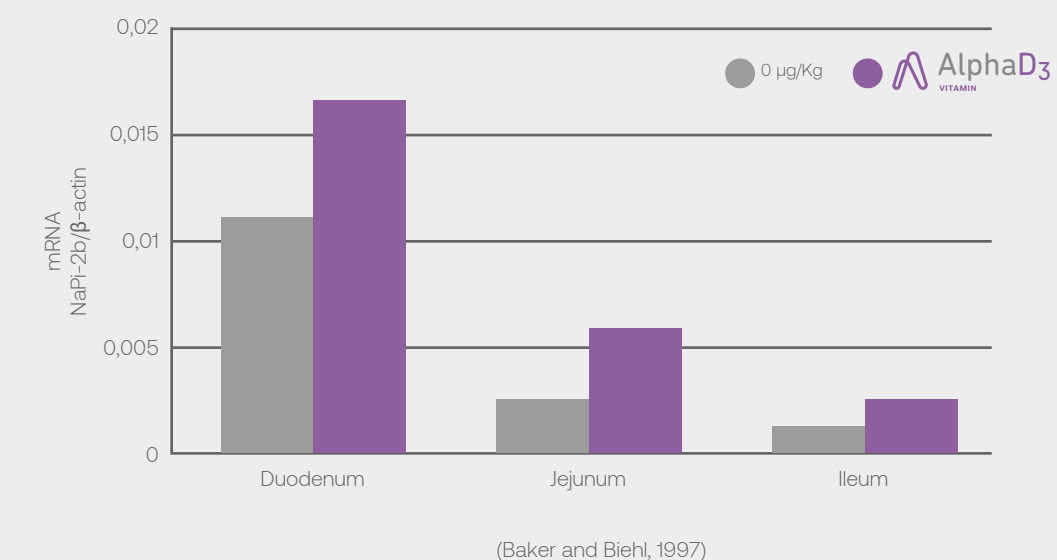


Fig 2. Incidence of Wooden breast 3 and 4 levels - sensorial score

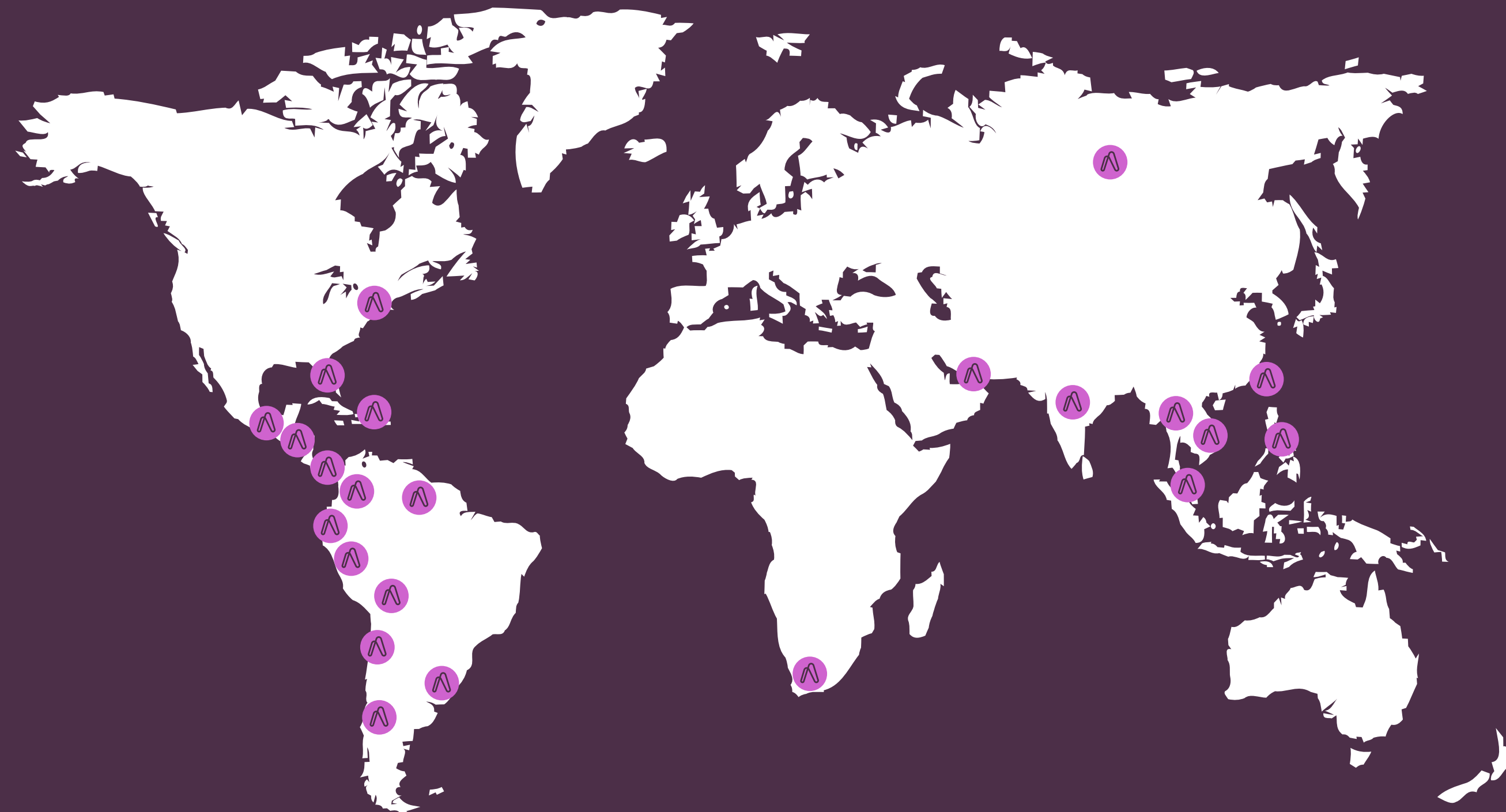
AlphaD <sub>3</sub> VITAMIN	56%
Cholecalciferol	62%
25(OH)D <sub>3</sub>	80%
1,25 (OH) <sub>2</sub> D <sub>3</sub> gly	70%

Fig 3. Gene expression of the intestinal phosphorus transporter protein (NaPi-2b)



\*Bibliography available upon request





## Alura Global

Argentina / Bolivia / Costa Rica / Colombia / Chile / Dominican Republic / Ecuador / El Salvador / Guatemala / Honduras / India / Malaysia / Mexico / Perú / Panama / Philippines / Russia / South Africa / Thailand / Taiwan / United States / Uruguay / United Arab Emirates / Vietnam / Venezuela.

[www.alura.bio](http://www.alura.bio)



Contact:  
**Juan Ruiz**  
Distribution Director  
[juan.ruiz@alura.bio](mailto:juan.ruiz@alura.bio)