Alura

AlphaD3
VITAMIN

80`S ARE THE NEW 50`S

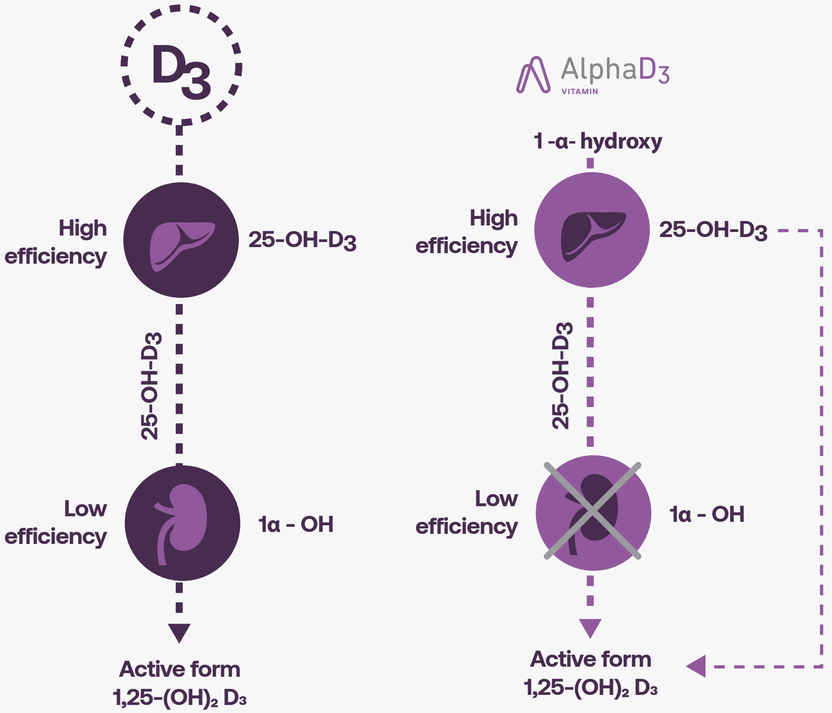
Science for better productivity

Alpha D3 works at the deepest metabolic level to boost calcium and phosphorus absorption (Fig 3), resulting in a stronger bone structure, better eggshell quality, greater longevity and better day-old chicks quality.

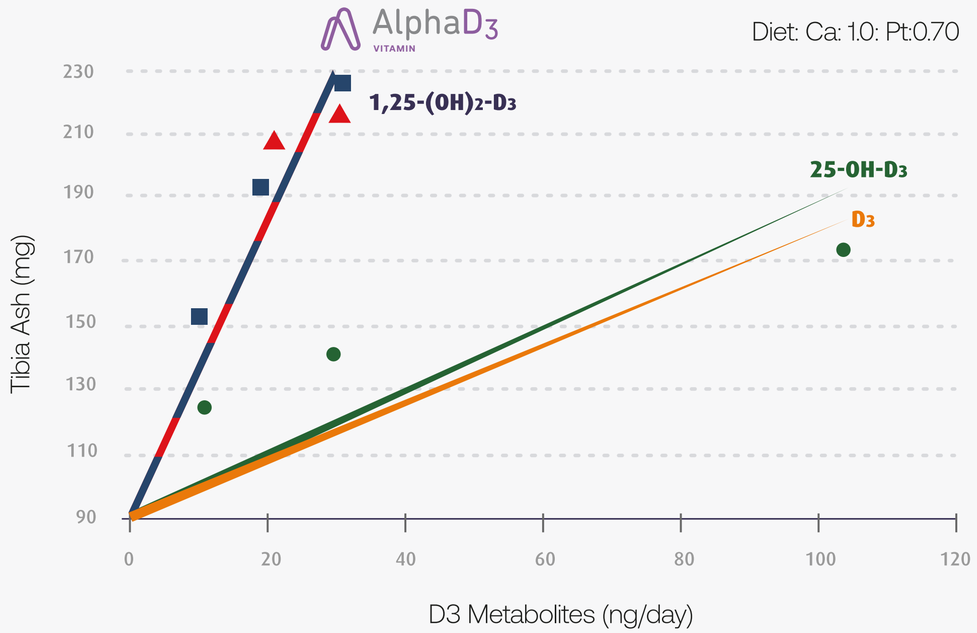
ALPHA D3 **IS 10 TIMES MORE BIOACTIVE** THAN VITAMIN D3

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

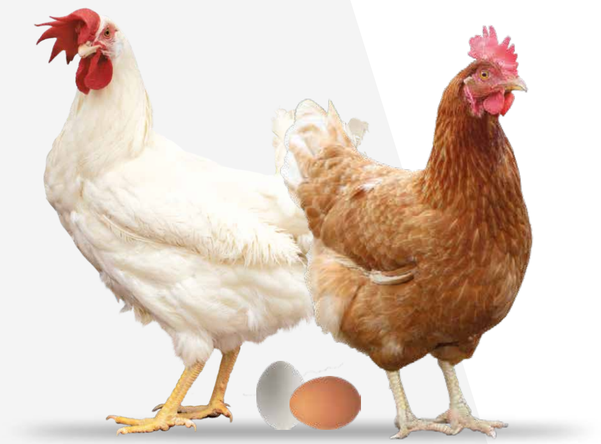
Alpha D3 is already hydroxylated at 1α carbon, bypassing the kidney step. **Alpha D3** only needs hepatic activation (high efficacy) to become active metabolite and greatly available to the organism, participating then of all key process in which it is required.



Alpha D3 is absorbed more effectively



Find out why **ALPHA D3** is the best source of Vitamin D for **LAYERS AND BREEDERS.**



- Increases expression of calbindin (1), one of the main mediators of calcium absorption.
- Improves eggshell quality.
- Improves feed conversion per egg produced.
- Increases the amount of saleable eggs.
- Improves productive response through:
  - Better persistence.
  - Egg production increase.
  - Egg mass increase.
- Maximizes the development of bone structure contributing to longevity.
- Increases calcium reserves at the beginning of production.
- Lower mortality (cage fatigue).

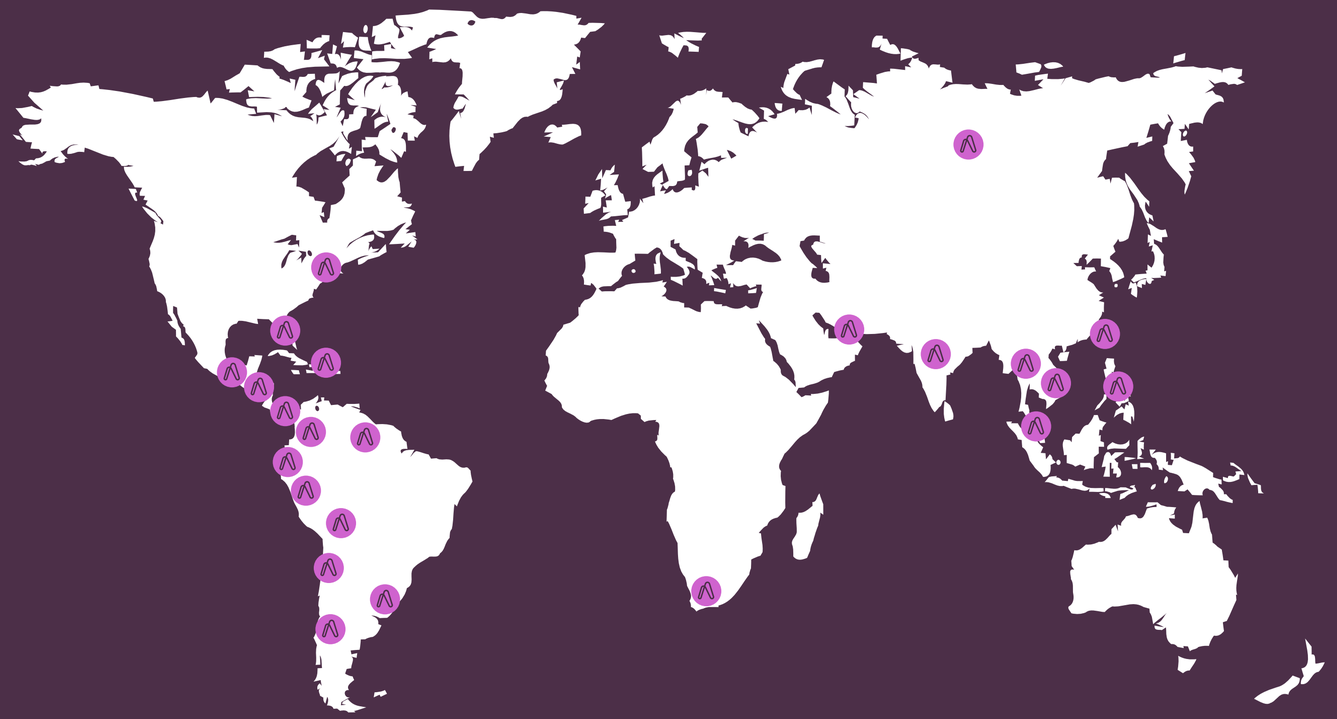
Recommendations

Never exceed consumption of Ca above 5 g. per hen / day

After adjusting for Ca, make sure to keep the available Ca: P ratio.

	Control	AlphaD3 VITAMIN
Egg shell density , mg/cm²	71,3 ± 1,1 [a]	74,7 ± 1,8 [b]
Broken eggs, %	17,6 [a]	5,5 [b]
(1) Calbindin in duodenum, mg/g	1,59 ± 0,2 [a]	3,45 ± 0,5 [b]

*Bibliography available upon request



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