



## Poultry Pharm 50 Week Plus

### PRODUCT DESCRIPTION:

A supplementary liquid for poultry, containing a blend of calcium, minerals and vitamins designed to support egg and shell quality in laying birds over 50 weeks. Feed continuously via a suitable drinking system following discovery of shell problems, or when layers are 50 weeks or older to reduce the incidence of potential seconds.

### FUNCTIONAL INGREDIENTS:

Calcium and calcium chelate	Calcium, which is readily available in soluble form, to support the requirement for strong shells and bone health.
Magnesium, Zinc and Manganese	Essential components of egg shell, provided to help maintain the correct mineral ratios for shell formation and strength.
Vitamin D3	To encourage shell health by preserving the correct balance of calcium and phosphorus absorption from the diet.

### SPECIFICATION:

Specification per **Lt of product:**

Ingredient	Unit	Amount
Vitamin D3	Iu	2,000,000
Calcium	Mg	19,000
Calcium Chelate	Mg	15,000
Zinc	Mg	4,000
Magnesium (as Chelate)	Mg	2,500
Manganese	Mg	2,500
Biotin	Mg	30
Excipients		To Volume

**COMPOSITION:**

Calcium chloride, magnesium chloride, propylene glycol

**PRODUCT USAGE:**

Dilute 1000ml in 1000 litres (1ml in 1l) of clean drinking water.  
Use for 2 days per week during lay after 50 weeks of age to prevent shell quality issues.  
Use for 2-3 days per week during periods of poor egg shell quality.

Do not use undiluted and do not keep treated water for longer than necessary.

**PHYSICAL CHARACTERISTICS:**

Test	Specification	Tolerance
Appearance	Clear straw coloured liquid	Product will darken over time
Odour	Characteristic	Characteristic
pH**	TBC	TBC

\*\*pH final specification subject to change following full accelerated stability testing

**PRODUCT ANALYSIS:**

Analysis	Specification	Tolerance
Protein	<0.1%	
Fibre	<0.1%	
Ash	4.3%	
Oil	1.9%	

**SHELF LIFE:**

24 months from date of manufacture

**STORAGE:**

Keep out of reach of children  
Store in a cool dry place, out of direct sunlight between 5-25°C  
Do not Freeze

**LABELLING:**

Labelling to be confirmed upon product approval, label template to be supplied. All label templates conform to authorised additives in feedstuffs legislative guidelines.

**PACKAGING:**

Primary packaging: 1lt Eclipse visistrip, 5lt HDPP Bottles.

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Secondary packaging: Cardboard Outers 12 x 1lt, 4 x 5lt, 10lt – single units

**ADDITIONAL INFORMATION:**

B/N and Expiry label placed on base of can.

Poultry Pharm  
Nutwell Estate  
Lympstone  
Exmouth  
EX8 5AN