Crystal Clear Calcium Gel may aid in the prevention of acute calcium deficiency, saving an average three years of milk producing productivity.

Crystal Clear Calcium Gel stimulates the natural swallowing reflex of the cow, with results occurring between 30-45 minutes.

Crystal Clear Calcium Gel is specially prepared in an elegant water soluble pharmaceutical base. Studies show that Crystal Clear Calcium Gel is quickly absorbed, and can raise calcium serum blood levels in as little as five minutes.

Directions for dosage:
Give one tube within 24 hours prior to calving. Then give one tube within 24 hours after calving.

Administration:
Hold the head of the cow in a normal, slightly elevated position. Place the safety tube in the cow’s mouth directly over the tongue. Empty the contents of the tube allowing the cow to swallow at a normal rate.

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Professional literature documents that proper blood calcium levels in cows aids in the prevention of the these indications.

Crystal Clear Calcium Gel may also aid in the prevention of:
✓ prolapsed uterus
✓ prolonged labor
✓ reduce placenta retention
✓ mastitis
✓ down cow syndrome
✓ reduce bloats
✓ eliminate hypocalcemia relapses
✓ Ketosis

Crystal Clear Calcium Gel supplies cows with needed calcium to ensure a normal balance of calcium before and after calving.

---

<table>
<thead>
<tr>
<th>Calcium Deficiency Costs</th>
<th>% Die</th>
<th>% Cull</th>
<th>Milk Loss #</th>
<th>Avg. Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Milk Fever</td>
<td>8 %</td>
<td>12 %</td>
<td>1,100</td>
<td>$334</td>
</tr>
<tr>
<td>Ketosis</td>
<td>1 %</td>
<td>5 %</td>
<td>440</td>
<td>$145</td>
</tr>
<tr>
<td>Retained Placenta</td>
<td>1 %</td>
<td>18 %</td>
<td>300</td>
<td>$285</td>
</tr>
<tr>
<td>Displaced Abomasum</td>
<td>2 %</td>
<td>10 %</td>
<td>840</td>
<td>$340</td>
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<tr>
<td>Total Loss</td>
<td></td>
<td></td>
<td></td>
<td>$1,104</td>
</tr>
</tbody>
</table>
References


A New Generation for Faster Effective Action

Crystal Clear Calcium Gel

A new generation of oral calcium, high performance, high absorbent, high quality product in a pure crystal clear gel.

Major Improvements:

♦ This generation is stable and does not liquefy with temperature changes.
♦ Blood level studies show improved (higher) therapeutic blood levels over the best first generation products.
♦ The Nich tube provides a safe method of administration which allows the gel to be placed on the back of the cows tongue, which stimulates the normal swallowing reflex.

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www.nichmarketers.com