

LOVIT

Balance

Liquid formulation with magnesium, vitamins, and selenium for tranquility in the poultry house.

Convincing advantages:

- Promotes well-balanced behaviour
- Reduces acute aggressiveness
- Prevents stress-related drops in performance



LOVIT Balance

Rapid relief against nervous flocks.

Nervous broilers, increased aggression in turkeys and laying hens and consequent feather pecking and cannibalism can even be found in ideal husbandry conditions. Aggression and abnormal behaviour can be influenced by a number of different factors, such as feeding, housing climate, lighting, and many others. Undesirable effects, such as increased mortality, eggs with blood spots and performance depression are the result. Once cannibalism breaks out, it spreads throughout the flock. It is therefore vital to intervene as quickly as possible.^{1,2,3,4,5}

The knowledge behind LOVIT Balance. If there is unrest in the flock, it is necessary to intervene quickly and effectively in order to prevent injury or a drop in performance. LOVIT Balance, with an ideal blend of magnesium, vitamin E and selenium, promotes well-balanced behaviour.

Supplementation with **magnesium** is a fast and proven method of ameliorating aggressive behaviour. The contribution of extracellular magnesium as an antagonist of the NMDA receptor (a member of the glutamate receptor family) in the brain is under consideration as a possible mechanism. This can lead to reduced aggressivity and relaxation. Furthermore, magnesium is vital for the relaxation of the muscular system.^{6,7}

Vitamin E stands for a group of eight fat-soluble compounds (tocopherols) and is the only antioxidative substance that acts directly in the membranes. The brain contains a high amount of lipids and lipid-like compounds and thus benefits from continual supplementation with vitamin E to prevent encephalomalacia.^{7,8,9}

Selenium complements the antioxidative effect of vitamin E by neutralising oxidative molecules, such as oxygen radicals and peroxides, as the formation of these is increased in stress situations. A further important function of selenium is its contribution to thyroid hormone turnover and the metabolism of fertility hormones.^{7,8,9}

Vitamin B12 (cobalamin) is vital for blood formation and growth as a component of two coenzymes and is only synthesised by microorganisms. Poultry can only absorb cobalamin, which is formed by gut bacteria, via coprophagy and must therefore rely on external supply. Vitamin B12 deficiency often evolves insidiously, nevertheless neurological symptoms, such as unrest or changes in behaviour, can rapidly occur.^{7,8,9}



LOVIT Balance: A balanced flock. Highly-available magnesium, vitamin E, vitamin B12 and selenium in LOVIT Balance Liquid promote well-balanced behaviour and reduce acute unrest and emerging aggressivity. Thanks to its liquid formulation LOVIT Balance Liquid can be used quickly and easily on every agricultural holding.

Composition per litre: Magnesium in highly-available form, vitamin E 2,000 mg, vitamin B12 5,000 µg, niacinamide 10,000 mg, selenium 1.5 mg.

Recommended use : 0.5 – 1 l per 1,000 l of drinking water for a period of 3 – 10 days, repeat as necessary.

Standard packaging: 12 x 1 l bottle per box, 4 x 5 l canisters per box.

References:

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- 4 Tablant NL, Vaillancourt JP, Martin SW, Shoukri M, Estevez I. Spatial distribution of cannibalism mortalities in commercial laying hens. *Poult. Sci.* 2000;79:705-708.
- 5 Labouriau R, Kjaer JB, Abreu GCG, Hedegaard J, Buitenhuis AJ. Analysis of severe feather pecking behavior in high feather pecking selection line. *Poult. Sci.* 2009;88:2052-2062.
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