

LOVIT

Cool

Liquid formulation with a balanced combination of electrolytes and trace elements for heat stress situations.

Convincing advantages:

- Normalises the water and electrolyte balance
- Highly effective in drinking water during heat periods
- Fast and easy to use



LOVIT Cool – to maintain productivity even in hot periods.

Heat stress occurs when the heat produced by the body cannot be dissipated to the environment. Increased external temperature, high humidity or augmented movement in the flock lead to a rise in body temperature. Poultry reacts particularly sensitively to temperature increases. The animals eat less, sit on the floor motionlessly, while fertility also suffers.¹

The knowledge behind LOVIT Cool. The consequences of heat stress can be curbed through targeted supplementation with LOVIT Cool. This blend with a balanced combination of electrolytes, trace elements and sodium ascorbate provides reliable protection against the effects of heat.

Electrolytes are essential for maintaining the acid-alkaline balance, the water balance, and for stimulus conduction of neuronal and muscle cells.^{2,3}

Sodium ascorbate acts in a similar way to vitamin C as a cellular antioxidant and is involved as a cofactor in the synthesis of numerous important compounds (e.g. collagen). It alleviates losses of performance during heat by protecting the cells against damage.^{3,4,5}

Supplementation with **zinc** promotes wound healing, growth, and normal immune defence amongst other things.^{3,4,5}

Manganese plays a significant role in the entire metabolism as many key enzymes need manganese to activate them.^{3,4,5}

LOVIT Cool: basic protection during heat. The interaction of sodium ascorbate, electrolytes, and trace elements in LOVIT Cool reduces the negative effect of heat stress on hot days, supports immune defence, and maintains the electrolyte balance. Thanks to its liquid formulation LOVIT Cool is highly effective and quick and easy to use on every agricultural holding.



Composition per litre: electrolytes (sodium, potassium, chloride, magnesium), sodium ascorbate 33,350 mg, manganese 5,770 mg, zinc 4,800 mg.

Recommended use: 1 – 2 l per 1,000 litres of drinking water before and during hot days for a period of 3 – 10 days.

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

References:

- 1 Lara LJ, Rostagno MH. Impact of heat stress on poultry production. *Animals* 2013;3:356-369.
- 2 Balos MZ, Jaksic S, Knezevic S, Kapetanov M. Electrolytes – sodium, potassium and chloride in poultry production. *Vet. Arh.* 2016;9:31-42.
- 3 Biesalski HK. Vitamine und Minerale. Thieme 2016.
- 4 Jeroch H, Simon A, Zentek J. Geflügelernährung. Ulmer 2012.
- 5 Pape H-C, Adams CA, Busch A, et al. Futtermittelzusatzstoffe – Technologie und Anwendung. AgriMedia 2006.