

LOVIT AD3E

Liquid formulations with vitamin A, D₃, E and optionally with sodium ascorbate for bone and egg shell stability in addition to high fertility in phases of increased requirements.

Convincing advantages:

- Promotes the stability of skeleton and egg shell
- Supports the preparation of reproduction and oestrus
- Encourages growth and resistance



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LOVIT AD3E(C) Liquid: a good start to a fruitful life.

Right from the very first day of life, the metabolism of the animals must meet the requirements on performance, whether these be the rapid growth of fattening birds, the laying performance of hens, or the fertility rate of parent animals. Productive poultry of today is bred for top performance. High demands are placed on the supply with nutrients, vitamins and trace elements in order to fully achieve the genetic potential. An adequate supply with vitamins A, D₃, E in addition to sodium ascorbate, the sodium salt of ascorbic acid (vit. C) is essential for the development of a normal immune system and skeleton. Loss of appetite, growth depression, abnormal posture of the head and bone diseases are only a few of many signs of an incipient undersupply of vitamin A, D₃, E and C.^{1,2,3,4,5}

The knowledge behind LOVIT AD3E(C).

Vitamin A regulates more than 300 genes that are mainly needed for growth and differentiation. For this reason it is essential for egg maturation and embryonic development, and also promotes fertility. Together with vitamin D₃, vitamin A serves to increase the performance of cell-mediated immunity.^{3,4,5,6}

Vitamin D₃ acts as a steroid hormone on around 50 genes (primarily for growth factors). Vitamin D₃ (cholecalciferol) ingested via nutrition is transformed in the liver and kidneys to its biologically active form, calcitriol. Calcitriol maintains the balance between the storage and mobilisation of calcium. Amongst other things it promotes calcium and phosphate absorption from the intestine and steers their storage in the skeleton and egg shell.^{3,4,5,6}

Vitamin E stands for a group of eight fat-soluble compounds (tocopherols) and is the only antioxidative substance acting directly in the membranes. Vitamin E promotes fertility, maintains normal cell metabolism and improves resistance to disease. A further benefit is its accumulation in depot fats, thus protecting fatty acids and pigments against oxidation processes.^{3,4,5,6}



Sodium ascorbate acts in a similar way to vitamin C as a cellular antioxidant and is able to regenerate spent vitamin E promptly. In addition, it soothes the endocrine effects of stress and improves fertility properties. Particularly in young animals, sodium ascorbate promotes the formation of antibodies and leads to increased resistance to infections.^{3,4,5,6}

LOVIT AD3E(C): performance under high demands. The interaction of the vitamins A, D₃, E (and sodium ascorbate) in LOVIT AD3E(C) Liquid promotes growth, an efficient immune system and reduces oxidative stress. Thanks to its liquid formulation, LOVIT AD3E(C) Liquid is highly effective and quick and easy to use.

Recommended use: 0.5 – 1 l per 1,000 l of drinking water for a period of 2 – 3 days. Repeat as required.

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

Composition per litre:

	AD3E Complementary feedingstuffs	AD3EC Complementary feedingstuffs
Vitamin A	1,000,000 i.U.	1,000,000 i.U.
Vitamin D ₃	300,000 i.U.	300,000 i.U.
Vitamin E	30,000 mg	30,000 mg
Sodium ascorbate		100,000 mg

References:

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- 5 Brady S, Siegel GJ et al. Basic Neurochemistry. Elsevier LTD 2011.
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