CHARLESTON|ORWIG

Client: Arm & Hammer Animal Nutrition
Project: October E-Blast – CELMANAX.
File: 1134
Date: November 8, 20185

Subject: **Put calves on the fast track with CELMANAX.**

Headline: **Help stop scours before they start.**

Copy:

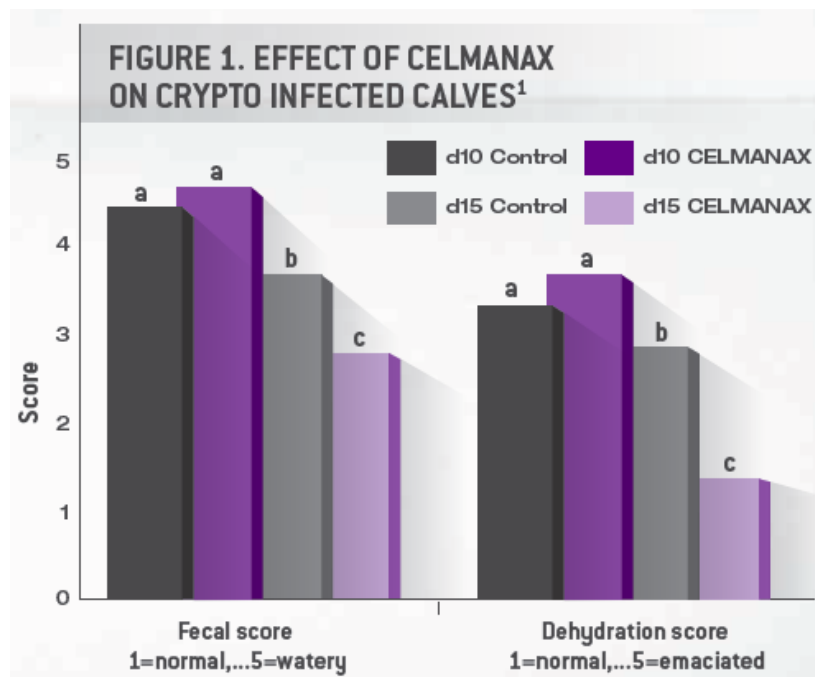Dear XXXX:

No one likes treating sick calves. Arm & Hammer Animal Nutrition can help.

CELMANAX™ with its consistent amounts of bioactive Refined Functional Carbohydrates™ (RFCs™) can significantly reduce the number of scours cases and support faster recovery, leading to healthier, more productive animals.

It delivers a full dose of yeast culture with the extra power of high levels of MOS, mannose and beta-glucans that are of consistent and defined molecular sizes to help:
- Bind harmful pathogens in the GI tract such as *Cryptosporidium*, *E. coli*, and *Salmonella*
- Optimize the immune system, placing it in a state of readiness to combat challenges
- Reduce the incidence, severity and duration of scours in calves

Research shows calves that receive CELMANAX outperform those that don't receive it. This chart illustrates how sick calves fed CELMANAX scored better on manure and dehydration assessments.

FIGURE 1. EFFECT OF CELMANAX ON CRYPTO INFECTED CALVES[1]

As a result, these healthier calves grow faster and better, increasing weight gains by up to 8 pounds while improving average daily gain and feed efficiency.[2]

Let's set up a time to discuss how CELMANAX can make a positive impact on your calf program. You can also access tools and resources at transitionahdairy.com.

Sincerely,

Name
Title
Email
Phone
Arm & Hammer Animal Nutrition

1 Ponce CH, Schultz JS, Elrod CC, Anele UY, Gayyean ML. Effects of dietary supplementation of a yeast product on performance and morbidity of newly received beef heifers. *The Professional Animal Scientist* 2012;28:618-622. Research Bulletin B-77.
2 Dennis R, Jularkar S. Effect of CELMANAX SCP on calf performance when fed milk replacer in the grower phase. *J Animal Sci* 2011; Vol. 89, E-Suppl.1/*J Dairy Sci* Vol. 94, E- Suppl. 1. Research Bulletin D-72.