

INTRODUCING...
High Performance
Generation III Electrolyte
for Scoured Calves

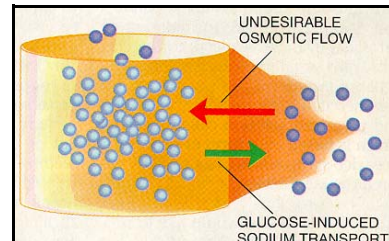
Gen-III Lyte™

Electrolyte Nutrient Product for Dehydrated/Scoured Calves

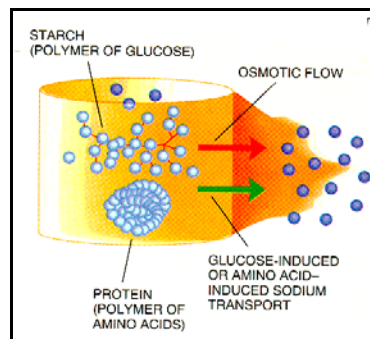
Re-Hydrates Calves...FAST!

Gen-III Lyte™ is a unique "Generation III" electrolyte that "pushes" water from the intestine into the blood to **Re-hydrate Calves...FAST!**

Re-Hydration is a two-step process: 1) balance osmotic pressure; 2) absorb water. Most electrolytes actually "pull" water from the blood into the intestine because most electrolytes have a very high osmotic pressure. In severely dehydrated calves, this is often fatal because water moves from the blood into the intestine to balance osmotic pressure before absorption can occur.



Gen-III Lyte™ is made with a unique, low-osmotic pressure formula that actually "pushes" water from the intestine into the blood within seconds! Once osmotic pressure is balanced, absorption continues to deliver vital fluids and electrolyte nutrients to the calf. Gen-III Lyte™ has multiple sources of metabolizable bases **without sodium bicarbonate** - which means you can continue to feed milk or milk replacer without concern of interference. Calves drink it fast!



More Fluids than Ringer's Solution

Scoured calves lose about 1 gallon of fluids each day. Scoured calves need 2-3 doses of Gen-III Lyte™ each day. Each 2-quart dose of Gen-III Lyte™ has nearly 90% more fluids than 1 dose of Ringer's Solution (1 liter). This means that a calf would need about 6 doses of Ringers per day or 3 bottles of Gen-III Lyte™ to provide equal amounts of fluids.

1/3 of the Cost of Ringer's Solution

When you buy Ringer's Solution by the truckload, the cost is still 3 times higher than the cost of Gen-III Lyte™. Of course, the labor giving Ringer's is considerably more than feeding Gen-III Lyte™ - even if you feed Gen-III Lyte™ with an esophageal feeder. Considering labor costs, using Gen-III Lyte™ might actually cost 1/10 as much as Ringer's Solution with better results!

NRV
Nutrition • Results • Value



N8155 American Street Ixonia, WI 53036
Phone: (800) 558-0002 Fax: (920) 261-1685 www.RealVeal.com