

Let EZ-Plus Start help your Newborn get a Great Start in Life!

Because vital nutrients like vitamins, minerals and antibodies do not cross the placenta, the newborn has some extreme and critical needs at birth. It must obtain these essential elements for survival within the first few hours of life from colostrum or a substitute. Colostrum quality is also influenced by many factors but is always inferior in younger animals that are bearing young for the first time. In these young mothers the colostrum its self is often deficient in an adequate supply of vitamins and minerals at levels that are needed to be passed on to their newborn.

Here is where EZ-Plus Start products can help. No other product on the market is formulated specifically to enhance the newborn's start in life by targeting the specific nutrients that are absolutely fundamental and found specifically in colostrum. This includes the fat-soluble vitamins A, D and E, the water soluble B vitamins and vitamin C, as well as minerals such as selenium, zinc and copper. These are all vital and essential elements that enhance the over all immune function and are necessary for future health and productivity of the newborn. When you realize an animal is born entirely deficient in these critical needs it only makes sense to insure that these essentials are provided to the neonate independent of the quality of colostum available.

The revolutionary process used by APT to make EZ-Plus Start products provides zinc and organic selenium as well as all the other needed essentials in a readily absorbable liquid form. These are elements that are vital in proper muscle function needed for an animal to quickly rise and nurse with strength while also helping to avoid complications with White Muscle Disease. In addition, temporary openings in the newborn's digestive system which allow essential antibodies to be absorbed directly into its blood stream can also allow bacteria and other disease causing agents to be absorbed at the same time. Our innovative formulation utilizing a richly oxygenated supplement in a fluid alkaline base provides a unique environment that inactivates disease causing organisms, while maximizing the absorption and up-take of natural antibodies. It not only aids in the absorption of cleaner immuno-globulins, but it also limits the growth of disease causing bacteria in the gut in the process.

These essential elements combine to make components of the immune system stronger, faster and more prolific. It has been specifically and carefully designed to assist Mother Nature in bolstering the strength of the newborn's defenses against diseases such as scours, pneumonia and joint illnesses.

What ever type operation you're involved in it is critical to make it work the best it can, especially if it includes livestock bearing young for the first time. Specific nutrients in EZ-Plus Start products will boost colostrum quality and provide extra support to the immune system to truly give a newborn animal its best start.

Let EZ-Plus Start products ensure that your animal's colostrum works to its full maximum potential, giving you the best chance at healthy, strong offspring.... Everytime!!

Robert K. Erickson, DVM