

Horse Supplement 35 (HS-35)

PROUDLY USES  **CHELATED MINERALS**
Where superior chelation technology delivers consistent, profitable performance

What are OPTiMINs?

Trace minerals – zinc, copper, manganese, selenium, cobalt, iron, iodine etc. – are essential nutrients for all animals. They have a wide range of activities and functions within the body, being involved individually or collectively in general metabolism, reproduction, the immune system, growth, development and repair of various tissues and so on.

As the name suggests, trace minerals are required in very small amounts in the diet and their uptake from the digestive tract can be impaired by other dietary components or the presence of ‘antagonists.’ For example, the availability of copper for absorption is heavily influenced by molybdenum, sulphur and iron. Chelation, a process in which metal trace minerals are chemically bound to organic carriers such as amino acids, helps prevent the interference in absorption experienced by inorganic sources and renders the trace mineral more biologically available.

OPTiMIN® Chelated Minerals, produced by Trouw Nutrition USA, are the “gold standard” by which all other organic minerals are compared. Unsurpassed in quality and consistency of performance, the OPTiMIN technology continues to lead the industry.

OPTiMIN’s unique manufacturing process guarantees optimal chelation stability, or bonding strength, between the mineral and the organic chelating agent. This stability ensures the compound will remain chelated even in solution (not just in the solid state) and even in low pH conditions. In fact, OPTiMINs have over 100 times the bonding strength and over 10 times more chelated mineral in solution than other leading organic products. This enables more of the mineral to reach the site of absorption for greater utilization and greater consistency of performance in livestock, aquaculture and companion animal applications. This advantage also allows OPTiMIN to be positioned as a partial replacement further enhancing overall mineral efficiency.

Quality research in areas such as enhanced piglet performance or improved reproductive efficiencies in dairy cattle supported by twelve years of real world results make OPTiMIN the leader in chelation technology. From a traditional zinc chelate used for improving hoof integrity in horses to a water soluble organic zinc to reduce condemnations in poultry, OPTiMIN has the technology and the products for almost any application.



OPTiMINs Benefits:

- Improved fertility and reproductive performance
- Reduced somatic cell counts
- Increased hoof strength
- Improved immune status
- Improved performance in growing animals
- Reduced mortality and ill health

What sets OPTiMINs apart from other chelated minerals?

The extent, strength and stability of the chelation process are what differentiate **OPTiMINs** from other organic minerals. **OPTiMIN** chelates have been shown to have greater bond strength than competitive products, leading to a higher and more stable concentration of chelated mineral in solution. This superior chemistry helps ensure **OPTiMINs** deliver consistent livestock benefits and their effectiveness is backed up by extensive scientific research.

Some of the scientifically proven benefits of OPTiMINs include:

- **Cattle:** Improved performance, reproductive efficiency, hoof health and milk production with lower somatic cell counts
- **Pigs:** Improved sow productivity, growth rates and feed efficiency with reduced mortality
- **Poultry:** Improved performance, bone strength, egg shell strength
- **Equine:** Improved hoof growth and integrity and skeletal development, better reproductive efficiency and enhanced immune function

OPTiMIN chelated minerals, manufactured by **Trouw Nutrition USA**, are made with specific chelating agents to deliver superior chelation quality and consistency of performance.