

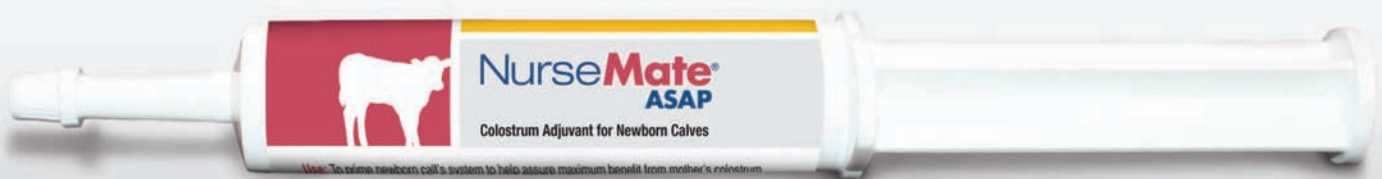


NurseMate® ASAP

Colostrum Supplement for Newborn Calves

NurseMate® has been giving newborn calves a head start for more than 15 years.

Time is critical when a calf is born. Newborn calves need to get colostrum into their immature immune systems within the first few hours of life if they are going to obtain the immunity they need. Whether nursing its mother or hand-fed, every newborn calf needs NurseMate ASAP.



"NurseMate ASAP is so easy to use and results are seen almost immediately. We've used it for a few years and through 2009 spring storms to get calves up and nursing. NurseMate is an easy and effective way to give calves a good start!"

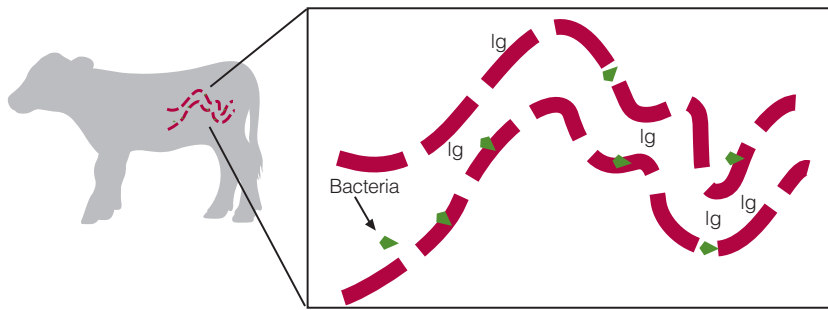
*TJ Steele
Newell, South Dakota*



NurseMate First, Then Colostrum

About Colostrum

Colostrum contains a relatively high level of lactoferrin, a protein that limits the growth of Gram-negative bacteria like salmonella, *E. coli* and other microorganisms that require iron for their survival. However, colostrum cannot overcome high levels of bacteria. That is why it's important to use NurseMate as a critical first line of defense.



If bacteria reach the intestine before colostrum does, they often enter the blood and may be fatal. The bacteria can also prevent antibodies from reaching the calf's blood.

*Feeding the Newborn Dairy Calf, College of Agricultural Sciences, Agricultural Research and Cooperative Extension, Penn State University

Convenient and Easy-to-Use

NurseMate comes in an easy-to-use 30 ml tube. No pails, no mixing and no feeding tubes. Simply insert the syringe into the calf's mouth and slowly push the plunger.

Effective

The immune proteins and other natural defenses found in NurseMate begin protecting the newborn while it is on the ground, before nursing or being fed colostrum. NurseMate gets the newborn up and nursing faster, giving its immune system the head start it needs.

The Right Dosage

NurseMate's concentrated formula gets the newborn calves started but does not fill them up so they are hungry for their first feeding of colostrum. And research has shown that the concentrated immune proteins in NurseMate, in larger doses, are as effective as colostrum in raising healthy calves.

Economical

It costs less to administer a dose of NurseMate ASAP than to administer a treatment with another colostrum supplement.

More convenient, easier to use, an effective dosage and more cost effective make NurseMate ASAP the first choice for farmers and ranchers who want to give their newborn calves a head start.