

The Combination for a Successful Transition

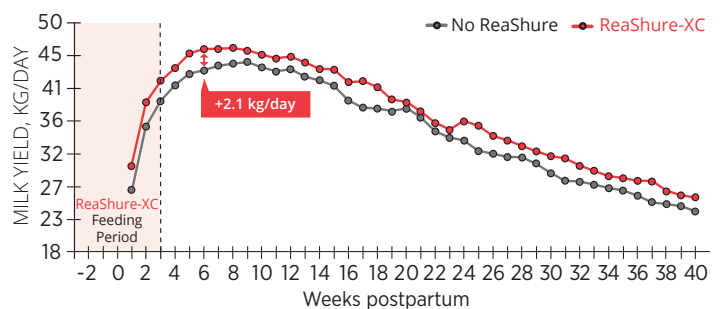
With the recent withdrawal of Kexxstone from the European market, dairy farmers are seeking new solutions for managing the challenging transition period of dairy cows. ReaShure®-XC Precision Release Choline and NiaShure™ Precision Release Niacin offer an innovative and comprehensive

approach to improving cow health, increasing milk production, and promoting calf health and productivity. Both products can help support transition cow health, resulting in a significant return on investment for dairy farmers.

Benefits of ReaShure-XC Precision Release Choline

- **Increased Milk Production:** Supplementing cows with ReaShure-XC during late gestation and early lactation has been shown to increase milk production throughout the entire lactation period.
- **Reduced Metabolic Disorders:** Supplemental ReaShure-XC has been shown to help reduce the incidence of metabolic disorders, enhancing overall cow health during the transition period.
- **Improved Liver Health:** ReaShure-XC helps to improve liver function, reducing the risk of fatty liver disease and promoting better fat mobilization.
- **In Utero Programming:** Supplemental ReaShure-XC helps promote *in utero* programming through DNA methylation, contributing to healthier and more productive calves.
- **Improved Colostrum Quantity:** Cows supplemented with ReaShure-XC produce more colostrum, essential for neonatal calf health.

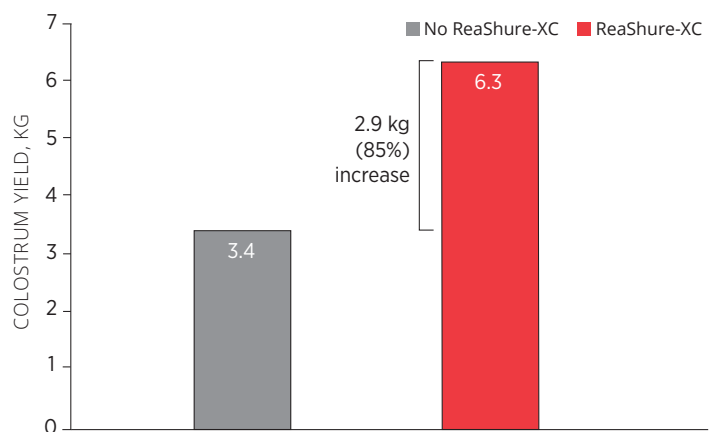
FIGURE 1 EFFECT OF FEEDING REASHURE DURING THE TRANSITION PERIOD ON MILK PRODUCTION OVER THE FULL LACTATION



Zenobi et al., 2018a

ReaShure, P = 0.09, ReaShure x time, P = 0.74

FIGURE 2 EFFECT OF REASHURE-XC SUPPLEMENTATION ON COLOSTRUM YIELD



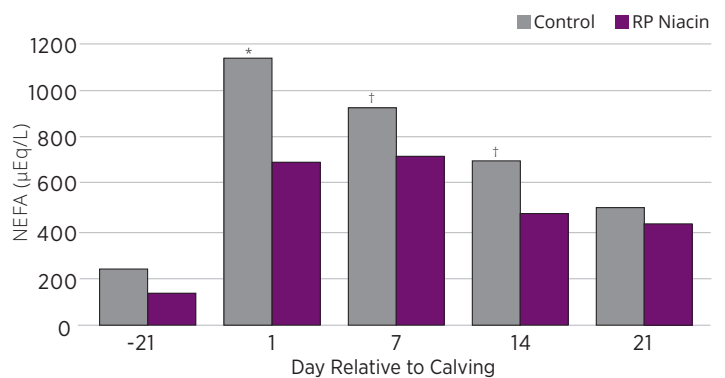
Swartz et al., 2022

P = 0.01

Benefits of NiaShure™ Precision Release Niacin

- **Control NEFA Mobilization:** Including NiaShure in the diet of over-conditioned cows helps control the mobilization of non-esterified fatty acids (NEFA), preventing harmful spikes.
- **Reduced Ketosis:** By lowering blood NEFA levels, NiaShure helps reduce the incidence of ketosis and other metabolic disorders associated with transitioning cows. Research at the University of Wisconsin (Yuan et al., 2012) demonstrated a significant reduction in blood NEFA when NiaShure was fed to lactating dairy cows. Lowering blood NEFA levels can reduce the incidence of ketosis and associated transition cow metabolic disorders.
- **Improved Metabolic Health:** NiaShure enhances overall metabolic efficiency, contributing to better cow health during the critical transition period.

FIGURE 3 NEFA PLASMA LEVELS IN COWS SUPPLEMENTED WITH NIASHURE



Yuan et al., 2012

**Indicates difference (P < 0.01) between treatments; †indicates a tendency for a treatment effect (P < 0.10). Time (P < 0.01) and treatment × time interaction (P < 0.05); SEM = 113 µEq/L.

Kexxtone Alternative*

ReaShure-XC and NiaShure represent an advanced and comprehensive non-antibiotic, nutritional alternative* to Kexxtone by helping lower blood NEFA levels associated with ketosis to support overall health, increased milk production, healthier and more productive calves, and improved colostrum yields.

Why Choose ReaShure-XC and NiaShure?



- **Proven Performance:** Balchem delivers proven performance backed by decades of success. With over 50 peer-reviewed papers, our products are some of the most extensively researched in the industry.
- **Balchem's X-Technology:** provides the optimal combination of feed stability, rumen stability and intestinal release to deliver the most effective products on the market.
- **Real Results:** In the end, it all comes down to results. We deliver real results you can count on, results that exceed your expectations and deliver value to your bottom line. Set your cows up for a smooth transition and successful lactation with ReaShure-XC and NiaShure.



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*ReaShure-XC and NiaShure are a nutritive alternative to antibiotics.