BUILD A BETTER CALF®

FIRST DAY FORMULA® CR DELUXE

REPLACEMENT FOR MATERNAL COLOSTRUM TO BE FED TO NEWBORN CALVES

Source of bovine immunoglobulins and beneficial maternal components,
to promote successful transfer of passive immunity and aid calf immune system development

First Defense Technology® inside

AVAILABLE PACKAGE SIZES

500 gram packet (single dose)

- Case = 10 packets
- Pallet = 128 cases (1,280 packets)

20 lb. pail - contains ~18 - 500 gram feedings

- Pallet = 64 - 20 lb. pails
- Enclosed scoop holds ~166 grams (50 IgG) of First Day Formula CR Deluxe powder
- Weigh powder for accurate mixing

STORAGE

- Store in a cool, dry place. Keep tightly closed.

RESEARCH-SUPPORTED FEATURES AND BENEFITS

Made with 100% dried bovine colostrum from U.S. Grade A dairies

- Provides protective benefits of maternal factors newborn calves need to optimize immune development and calf health

Contains 150 grams of bovine globulin protein per 500 gram feeding

- Meets current research-based recommendations for a colostrum replacer

Contains First Defense Technology®

- First Defense Technology is a unique un-denatured dried bovine colostrum and refers to ImmuCell Corporation's trademarked dried bovine colostrum processing method. It is not intended to imply claims of ImmuCell's United States Department of Agriculture licensed product, First Defense.

Free of disease-causing pathogens which can be transmitted to calves via maternal colostrum

- Provides assurance that diseases won't be passed from cow to calf, an important step in maintaining optimal calf health

Instantized manufacturing process

- Mixes very easily; all powder disperses into solution

Formulated with bio-available vitamins and trace minerals

- Provides immune support and promotes overall calf health and performance

WHEN TO USE

First Day Formula CR Deluxe provides quality assurance when maternal colostrum is low quality, bloody or not available

- 150 grams of globulin protein per feeding – same amount of globulin protein in every 2 quart feeding

First Day Formula CR Deluxe provides quantity assurance – low volume feeding

- Not dependent upon colostrum volume variances per cow or heifer; particularly when not enough colostrum is produced
- A majority of newborn calves will drink 2 quarts. However, some calves do not want to drink the recommended 1 gallon of maternal colostrum.

Convenience – Simply open package, mix and feed in clean equipment

- Late night feedings, harvest, vacations, substitute calf feeder – whenever timing is a factor

DIRECTIONS FOR USE

Use/Usar	How and When to Feed / Cómo y cuándo alimentar	Usage Level / Nivel de uso
To replace maternal colostrum	Mix 1 packet (500 grams) First Day Formula CR Deluxe into 2 quarts clean, warm (115˚F) water. Agitate well and feed solution at body temperature using a nipple bottle. Be certain entire volume is fed to the calf and, if necessary, use an esophageal feeder. Begin feeding calf milk replacer 6-12 hours later or at the next scheduled feeding.	1 packet (500 grams) (150 grams bovine immunoglobulins)
Para sustituir el calostro materno	Mezcle 1 paquete (500 gramos) de First Day Formula CR Deluxe en 2 cuartos de galón de agua limpia y tibia (115˚F). Agite bien y alimente la solución a la temperatura corporal usando un biberón de tetina. Asegúrese de que todo el volumen sea ingerido por el becerro y, si es necesario, utilizar un alimentador esofágico. Comience a alimentar al ternero con sustituto de leche 6-12 horas después o en la siguiente alimentación programada.	1 paquete (500 gramos) (150 gramos de proteínaglobulina bovina)

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