



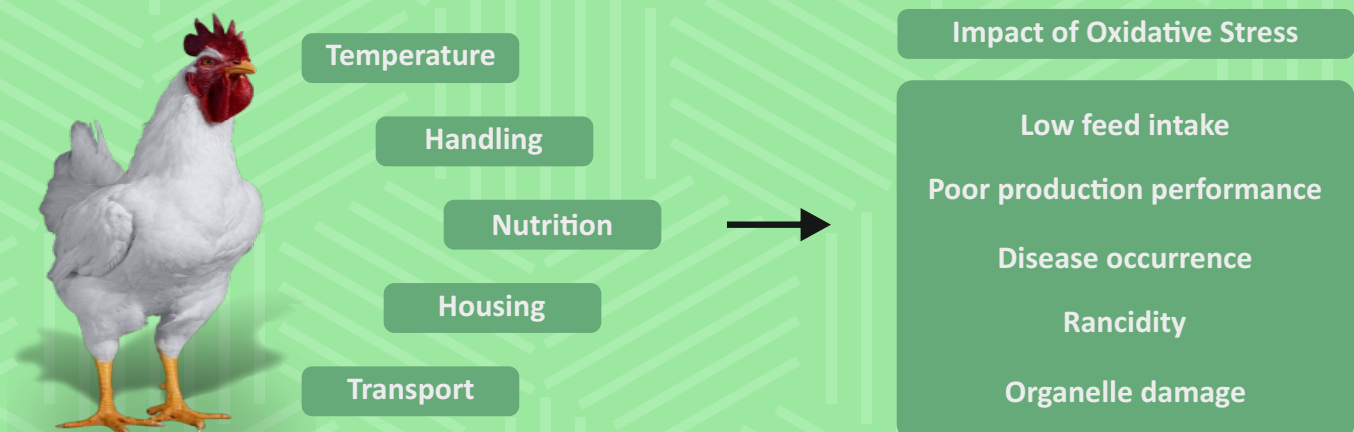
# FytoSEL ECM

## A Potent Antioxidant

Poultry production is associated with a range of stresses, including nutritional, environmental, technological and biological/internal stress. Most of these stresses are associated with redox disbalance and oxidative stress, causing a decrease in productive and reproductive performance and compromising poultry health.

### What is Oxidative Stress?

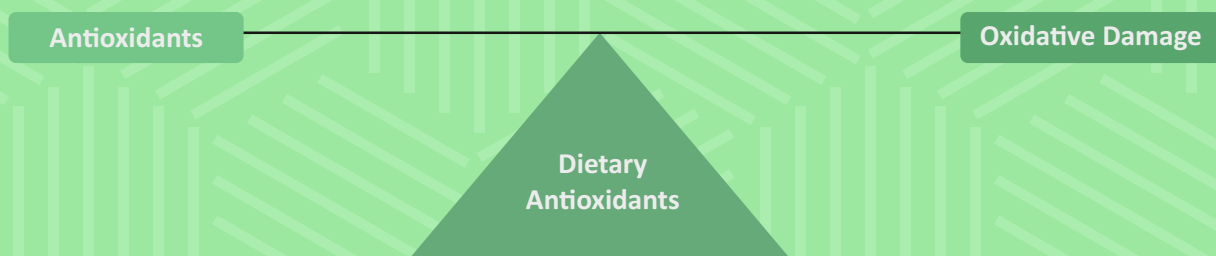
Oxidative stress is the imbalance between the endogenous generation of free radicals and the antioxidant defense system.



Natural antioxidants play important roles in maintaining chicken health, productive and reproductive performance of breeders, layers, rearing birds, and growing broilers. There is a wide range of antioxidant molecules in the body: vitamin E, carotenoids, selenium, ascorbic acid, coenzyme Q, antioxidant enzymes, etc. In the body all antioxidants work together to create the antioxidant network called “antioxidant systems” with Se being the “chief-executive.”

### Why Exogenous antioxidants are essential?

In general, an excess of free radicals, or lack of antioxidant protection, can shift this balance producing oxidative stress. It is well recognised that oxidative stress plays a major role in many degenerative pathologies and free radical formation is considered as a patho-biochemical mechanism involved in the initiation or progression phase of various diseases.



The antioxidant-prooxidant balance can be adversely modulated by sub-optimal diets and nutrient intakes or positively affected by dietary supplementation.

*FytoSEL ECM is a superior blend of antioxidant components which regulate the mitochondria function and integrity, and to be responsible for the maintenance of free radical production under physiological control thereby improves the growth & production performance in poultry.*

### FytoSEL ECM - Key ingredients (In Each Kg)

- Vitamin E - 100.00 gm
- Selenium - 0.50 gm
- Organic Zn (MHA) - 2.00 gm
- Cinnamon extract - 3.00 gm
- Menthol - 2.00 gm
- Camphor - 5.00 gm

### Benefits of FytoSEL ECM

- Improves energy metabolism
- Removes free radicals and activates antioxidant system
- Activates antioxidant mechanism and improves thermoregulatory adaptations
- Counteracts the negative impact of oxidative stress
- Highly bioavailable & stimulates immune response
- Prevents fatty liver haemorrhagic syndrome
- Enables the broilers to withstand during heat stress
- Reduces mortality rate
- Improves egg quality and freshness
- Improves shelf life and water holding capacity of meat
- Promotes fertility, hatchability & chick survival

### Recommended Usage:

- Chicks/Grower/Layer: 100 gm to 150 gm / ton of feed
- Broilers: 200 gm to 250 gm / ton of feed
- Breeders: 300 gm to 350 gm / ton of feed

**Presentation:** 1 Kg Milky White HDPE Bottle



Free From Hormones & Antibiotics

Animal/Poultry Feed Supplement

Not For Medicinal use

Not For Human Use

## Catalyst LifeSciences Pvt. Ltd.

An ISO 9001:2015, ISO 14001:2015, HACCP Certified Company

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DISPOSAL OF BAD AND OUTER PACKAGE: Do not contaminate water, food or feed by storage and disposal. Completely empty container into application equipment. Triple rinse pail and offer for recycling or reconditioning. Containers can also be disposed of in a sanitary landfill or by incineration, or in accordance with guidance from your local waste regulation authority, such as by burning (if burned, stay out of smoke). When applying this product to water bodies, avoid solid particles from falling on nearby ground where birds and feed may be present.