

The logo for Dawe's, featuring the brand name in a white, cursive font inside a red rounded rectangle.

**MARKETING**

**BULLETIN**

## DAWE'S LABORATORIES INTRODUCES

### DAWE ACE

There is a real need for a multi-phase, anti-oxidant vitamin supplement for poultry and livestock raised in today's intensive management systems. Vitamin C, Vitamin E and Beta-carotene are all strong anti-oxidants, shown to improve health and performance of animals under stress. Vitamin E and Beta-carotene are fat-soluble vitamins that work in the membrane of animal cells. Vitamin C is water-soluble, working inside the cell itself. Together, these vitamins are powerful weapons against free-radical attacks. They preserve cell integrity and function within the body, leading to improved resistance to disease and to better production. Until now, there has been no product on the market that contains all three of these important vitamins. But now...

Dawe's introduces **DAWE ACE**, a unique blend of stabilized, water-dispersible vitamins C, E and Beta-carotene. Just 6 ounces of **DAWE ACE** in 128 gallons of drinking water provides the extra anti-oxidants needed for:

- Improved disease resistance
- Better reproductive performance
- Greater response to vaccination
- Reduced parasite infections
- Enhanced performance during periods of stress from shipping, diet changes, temperature extremes, disease, exposure to pollutants, etc.

**DAWE ACE** is a supplement designed to reduce harmful effects of moderate and severe stress. **DAWE ACE** is not a replacement for a comprehensive vitamin/trace mineral supplementation program. It will not meet the increased needs for the full array of micronutrients during periods of reduced feed intake, or impaired digestive tract absorption. **DAWE ACE** supplements programs already benefiting from **STRESEEZ TWO**, **STRESEEZ PLUS** or **DAWELYTE**. It is the product of choice when a specifically anti-oxidant strategy is required.