



For hatchlings to start off well they need prompt access to water and feed. The earlier access promotes more rapid development of the digestive tract and the immune system. In turn this results in improved livability and as much as 5% to 7% heavier bodyweights.

**Gel Start™** provides an easy means by which just-hatched chicks and poult can receive immediate nutrition and hydration. A unique formulation, **Gel Start** is tailored specifically for the limited amount a hatchling can eat, and for the immature nature of its digestive tract.

In a soft palatable gel, **Gel Start** supplies crucial nutrients in the most concentrated, digestible forms:

**WATER** is the largest single component of the hatchling's body. Normally it is depleted during hatch and transport. Dehydration can lead to increased mortality, loss of bodyweight that is never completely recovered, slower gain and depressed immune response. **Gel Start** supplies a substantial amount of water, giving birds a better chance.

**PROBIOTIC BACTERIA (Gel Start PRO)** help establish normal gut populations. These poultry-specific bacteria are specially selected and proven for colonizing ability, competitive exclusion, storage stability, and their beneficial effects on bird performance and health.

**PROTEINS, PEPTIDES, and AMINO ACIDS** are the main "building blocks" of most body tissues. **Gel Start** contains processed, complete proteins purified from several sources to supply a balance of peptides and amino acids. A portion of these purified proteins is also provided in partially digested form, to facilitate absorption.

**CARBOHYDRATES** are the primary energy source in all poultry diets. The grains selected for **Gel Start** are processed to reduce fiber and other poorly digested fractions, and to improve the digestibility and concentration.

**FATS** supply energy, and become parts of membrane and nerve tissue. They must be very digestible due to limited enzyme and bile production in very young birds. The fats in **Gel Start** provide high levels of essential fatty acids in digestible form and are specially processed to be water-dispersible.

**VITAMINS** are the catalysts that facilitate the work of all digestive, growth and immune processes. One dose of **Gel Start** exceeds all necessary vitamins for day-old hatchling. Additional consideration is given to those vitamins most effective at fighting stress and improving immune function.

**SUPER HYDRATING GEL** provides the framework to carry the nutrients in **Gel Start**. Designed to attract the attention of hatchlings, the gel promotes immediate consumption and delivery of nutrients and probiotics.

Don't let the critical first hours of life pass by without nourishing each vulnerable and valuable hatchling. **Gel Start** fights the clock, easily and effectively.

## **THE SOONER THE BETTER!**

