CELMANAX™

What if you could maintain health in the face of mycotoxins?

GLOBALLY, 3 OUT OF 4 RATION INGREDIENTS ARE CONTAMINATED BY 1 OR MORE MYCOTOXIN.[2]

IS MOLDY FEED EATING AWAY AT YOUR ANIMALS' HEALTH AND PROFITS?

Mycotoxins:

- suppress animals' immunity
- reduce nutrient utilization
- alter reproductive performance
- reduce feed consumption

The health and performance impacts on your animals are expensive. According to a recent Purdue University meta-analysis[1], three mycotoxins (aflatoxins, fumonisins and deoxynivalenol) cost U.S. livestock producers an estimated $900 million per year.

WHAT IF YOU COULD PROTECT YOUR ANIMALS FROM MYCOTOXINS?

PROTECT HEALTH.

What if you could ensure your herd was protected from mycotoxins, no matter the feed source?

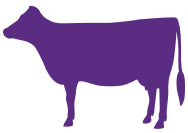
SUPPORT IMMUNITY.

What if you could support immunity with every bite, allowing you to focus time and resources on optimizing productivity, rather than on the feed itself?

SAVE COSTS.

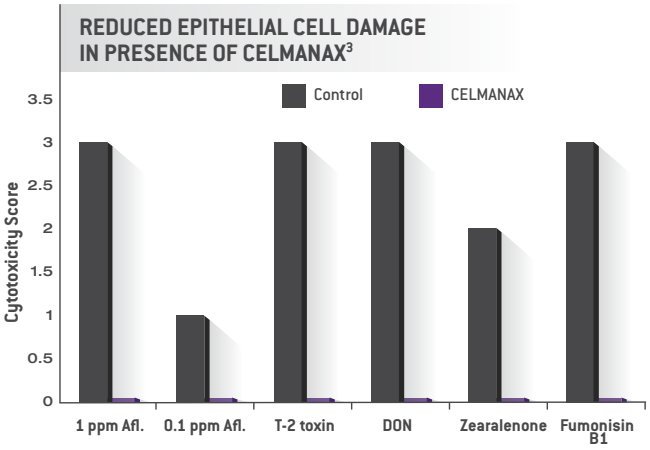
What if you could provide protection against the damaging effects of mycotoxins with one cost-efficient solution rather than multiple feed ingredients?

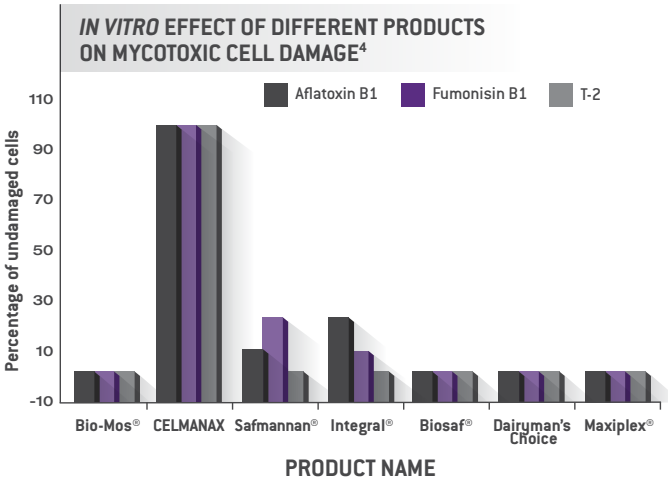
THE PROOF IS IN THE RESEARCH.



In vitro studies show that 0.1% CELMANAX™ can prevent gut cytotoxicity caused by a variety of mycotoxins,[3] as well as forage extracts containing mycotoxins ($P<0.001$),[4] fed to beef calves.

This protection against gut damage was very efficient and better than other tested yeast products.[4]



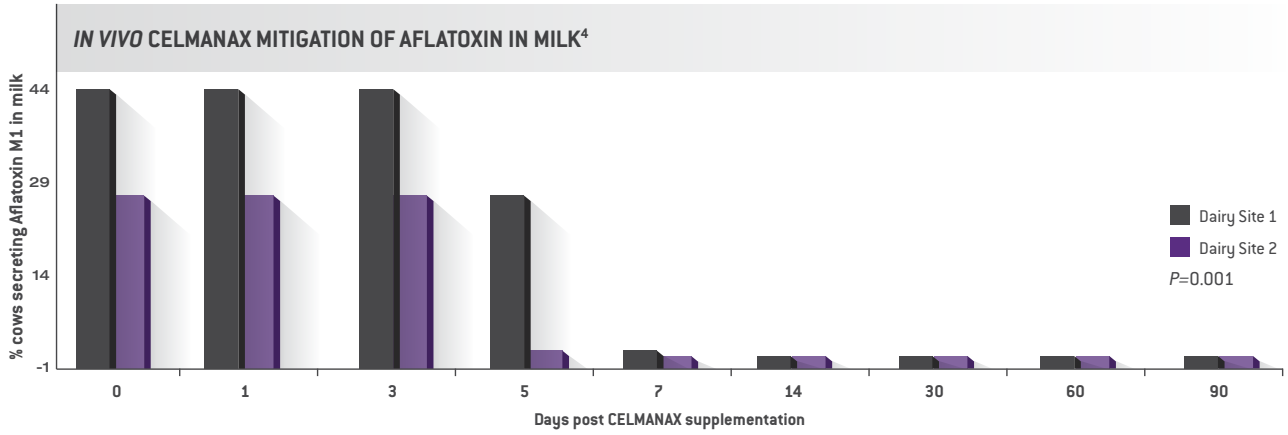


1 2 3

ONLY CELMANAX IS AVAILABLE IN THREE FORMULATIONS, giving you the flexibility to include it in rations in the way that best fits your needs and facilities.

ACT NOW. Mycotoxins must always be on your radar regardless of harvest, location or how well you manage your feeding program. Manage these unseen threats to protect your animals every day.

In a study that took place at two locations CELMANAX helped to reduce carryover of aflatoxins in milk.[4]



To learn more about CELMANAX, contact your nutritionist, veterinarian or ARM & HAMMER™ representative, or visit AHfoodchain.com.

1 Grenier B, Applegate TJ. Modulation of Intestinal Functions Following Mycotoxin Ingestion: Meta-Analysis of Published Experiments in Animals. *Toxins* 2013;5(2):396-430.

2 Pinotti L, et al. Mycotoxin Contamination in the EU Feed Supply Chain: A Focus on Cereal Byproducts *Toxins* 2016;8(2):45.

3 Baines D, Erb S, Lowe R, Turkington K, Sabau E, Kuldau G, Juba J, Masson L, Mazza A, Roberts A. A prebiotic, CELMANAX, decreases *Escherichia coli* 0157:H7 colonization of bovine cells and feed-associated cytotoxicity *in vitro*. *BMC Research Notes*, 2011, 4:110

4 Baines D. Evaluation of prebiotics and probiotics to reduce toxicity of pure and mixed-feed mycotoxins *in vitro* and to prevent carry-over of aflatoxin B1 in dairy cows. Symposium on Gut Health in Production of Food Animals; Abstracts 202-1 and 202-2. 2014.