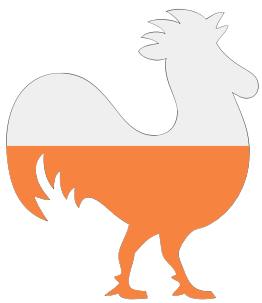


# HYDRATE

heat stress!... don't distress!



## HEAT STRESS IN BIRDS !

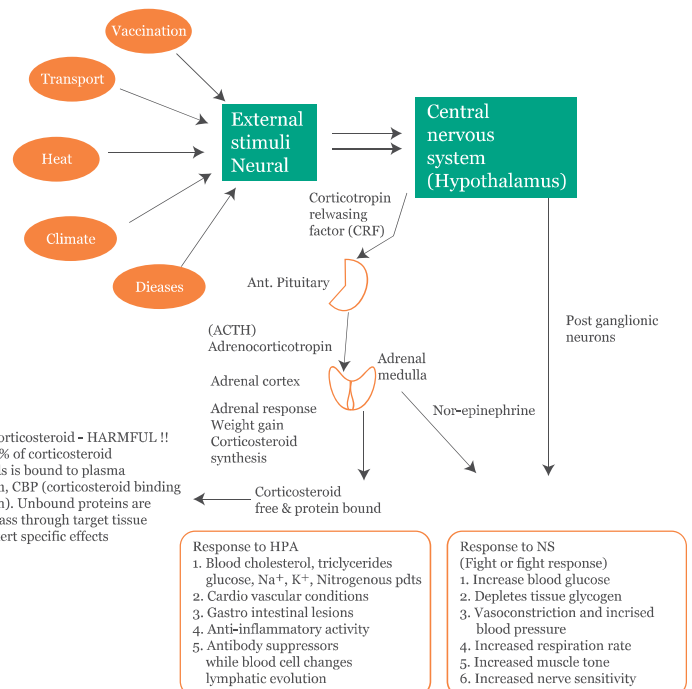
One of the major causes of mortality in birds is "Heat Stress". Farmers incur huge losses during major operations like vaccination, transportation and increased temperatures during summer. Birds are 'Heat Stressed' if they have difficulty achieving a balance between, heat produced and heat lost. This can occur at all ages and in all types of poultry.

'Thermo-neutral zone', 12.8°C to 23.9°C; Birds can lose heat at a controlled rate in a normal manner.

There is no heat stress if the body temperature is held constant. When conditions like the 'Upper critical temperature', 35.5°C to 40.8°C, is exceeded, birds must lose heat actively by panting.

The body temperature of the bird must remain between 39- 41°C . If body temperature rises more than 41°C , the bird will be stressed, leading to subsequent rise in mortality in the flock.

*Schematic summary of non-specific stress :  
Neural pathways and humoral pathways.  
Hypothalamic-pituitary-adrenal axis(HPA);  
Neurogenic System(NS)*



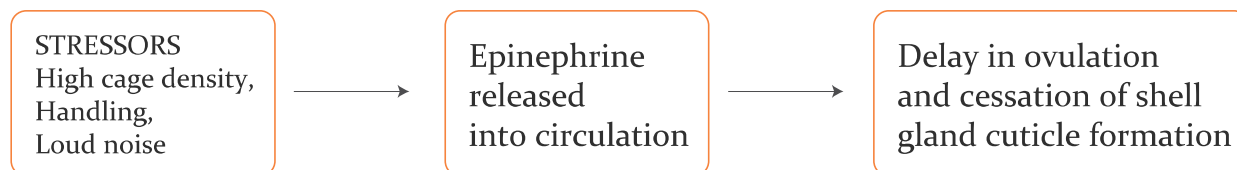
### The most common sources of increased body heat in birds !

- Heat is produced by metabolism within the body, which includes: maintenance, growth and egg production
- Excluding temperature of the air ventilating the house, heat is also added from the roof and walls and dry litter
- The heat of electric lights and motors is a very small fraction(1%) of heat produced by the body metabolism
- Increase in ambient temperature in summer

# HYDRATE

heat stress!... don't distress!

## Consequences of Heat Stress!



### Composition

Each 100g contains

Calcium lactate	2.0 g
Potassium chloride	5.5 g
Sodium chloride	0.9 g
Sodium bicarbonate	3.0 g
Sodium acid phosphate	0.75 g
Sodium citrate	6.6 g
Magnesium sulphate	0.9 g
Vitamin C (coated)	1.8 g

Viable spores of  
Lactobacillus spp. 3000 Mio  
Dextrose anhydrous Q.S.

Enhanced with Reservet  
& Acetyl Salicylic Acid (ASA)

### Direction for use

1 gm/2 Liter of drinking water or  
1 Kg / ton of feed

or  
As recommended by the  
Veterinarian/ Nutritionist

### Packing

500 gm sachet



### UNIQUE FEATURES:

- Highly effective to combat heat stress and stress related to vaccination and transportation
- Supportive additive during early chick development and avoid Early Chick Mortality
- As a supportive treatment during outbreak of IBD, Coccidiosis, Mycotoxicosis and other Bacterial and Viral disease outbreaks

Marketed by

**AVON**

animal health

House 4 Road 4 Sector 5  
Uttara Dhaka 1230 Bangladesh

Manufactured by

**QUADRA Gen**

Bangalore, India  
An ISO 9001:2008  
certified company