

HERBAL-C is a unique poultry feed supplement synthesized from Phytogetic extracts containing Amla, Emblica officinalis, Ocimum sanctum, Ascorbic acid fortified with natural vitamins and minerals. which provides natural, stable and highly bioavailable form of Vitamin C with higher activity than synthetic Vitamin C. Various co-factors and co-enzymes present in **HERBAL-C** act as catalysts for proper absorption and optimum utilization. Herbal C provides the following unique benefits over synthetic Vitamin C :-

- **HERBAL-C** acts as a universal antioxidant which protects both aqueous and lipid phase of cells whereas synthetic Vitamin C is active in aqueous phase only, leaving the lipid phase unprotected.
- **HERBAL-C** highly stable, gets fully absorbed and provides self replicating and sustained antioxidant activity whereas synthetic Vitamin C is highly unstable and gets quickly excreted from the system.
- Antioxidant activity of **HERBAL-C** is six times higher than synthetic Vitamin C.
- Specialized processing of constituent herbs in **HERBAL - C** ensures high thermostability during storage and pelletisation whereas the retention and activity of synthetic vitamin C is reduced by 10% every month during storage at room temperature and by more than 80% during pelletisation.

SCIENTIFIC VALIDATION

Antioxidant Activity of **HERBAL-C** In Comparison To Synthetic Vit. C

Test compounds	Conc. (µg/ml)	% Free radical scavenging
Aqueous phase antioxidant action		
Synth. Vit. C	100	15.80
HERBAL-C	100	90.40
Lipid phase antioxidant action		
Synth. Vit. C	100	03.79
HERBAL-C	100	18.90

Murganandam et al, (2004), Phytomedica, Vol. 5, 1-7

Comparative efficacy of **HERBAL-C** & Synthetic Vit. C in commercial broilers under hot & humid conditions

Parameters	Control	Synthetic Vit. C (100g/Ton)	HERBAL - C (100g/Ton)
Plasma ascorbic acid (µg/ml)	7.3	10.8	10.90
Body wt (g)	1782	1844	1850
Antibody titre (ND)	1:32	1:48	1:48

Prof: S.S. Nagra, Dept. of L.P.M. PAU, Ludhiana.

Comparative efficacy of **HERBAL-C** & Synthetic Vit. C in commercial Layers

Parameters	Control	Synthetic Vit. C (100g/Ton)	HERBAL - C (100g/Ton)
Egg production (%)	92.46	93.95	95.49
Egg weight (g)	48.79	50.06	50.38
Avg. eggshell thickness (mm)	0.338	0.352	0.357

Drs. M.S.H. Chang, F.H. Ming, I.J. Wu, P. Tsai & C.H. Cheng, Tainan, Taiwan R.O.C.

Usage of **HERBAL-C** :

- ▶ To meet higher physiological requirement of vitamin C during first two weeks in chicks, during summer and other stressful conditions in poultry.
- ▶ To improve FCR and weight gain in broilers, egg production and shell quality in layers.
- ▶ To prevent stress induced depletion of vitamin C and to overcome the ill effects of heat stress.
- ▶ To optimize and maintain immune-competence.

Feed Inclusion Rate of **HERBAL-C** :

100 gm of Herbal C can be used in place of 100 gm synthetic Vitamin C with higher stability and better activity.

Presentation of **HERBAL-C** :

25 kg pack.

Marketed by

AVON
animal health

Uttara Dhaka 1230 Bangladesh

Manufactured by



INDIAN HERBS SPECIALITIES Pvt. Ltd.

Chandigarh, India

HERBAL-C

Natural and Stable Vitamin C

An Universal Antioxidant



**Antioxidant activity is
six times higher than
synthetic Vitamin C.**

