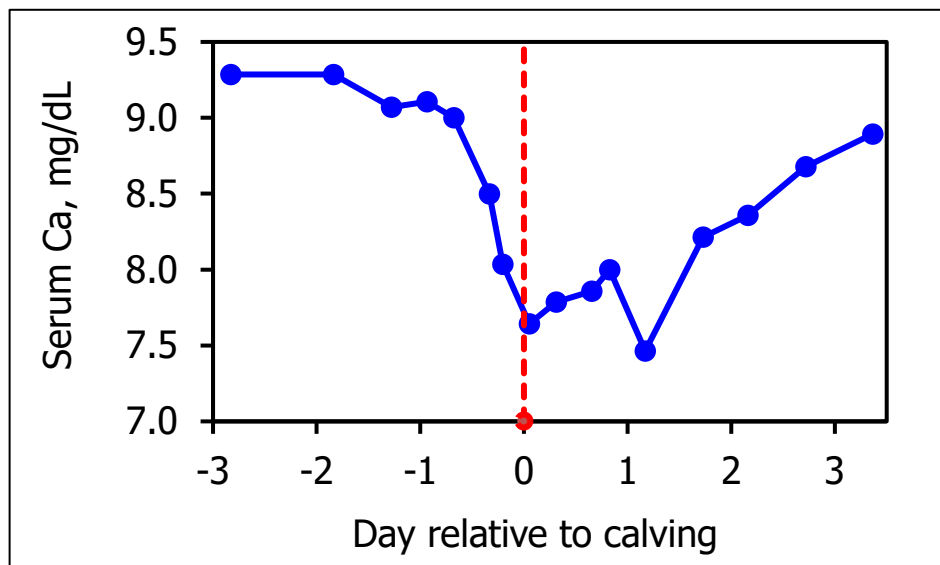


Let's take a No B.S. approach to fresh cow calcium



1. Fresh cows need calcium now!

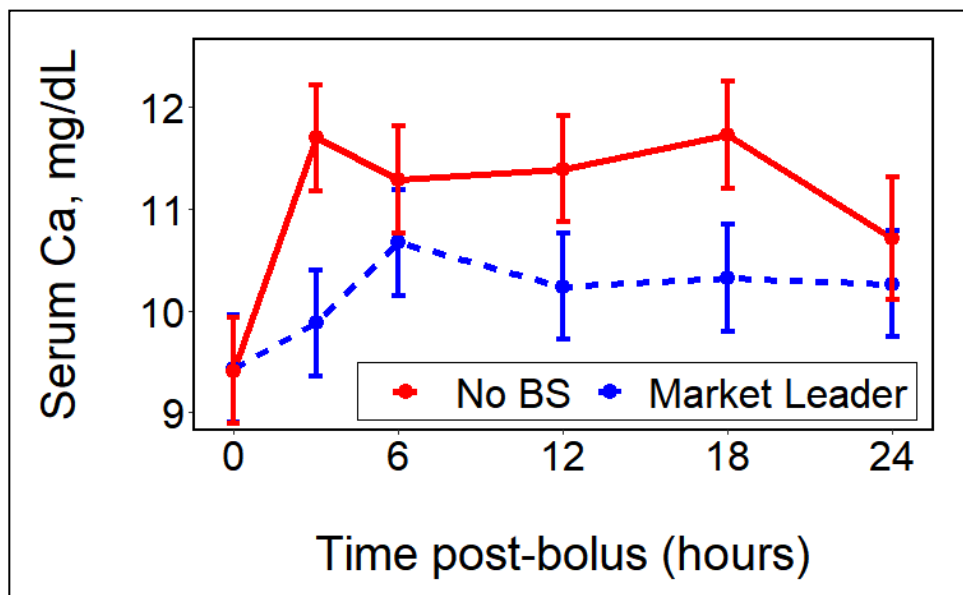


Study design:

Serum calcium determined frequently in 70 Holstein cows pre- and post-partum

(J. Dairy Sci. 101:1365)

2. No B.S. Calcium Boluses provided rapid, extensive, and sustained calcium release in a far-off dry cow study



Study design: 4 dry cows got No B.S. Calcium Bolus™ and 4 dry cows got the market leader bolus. Cows were all in the same pen on the same diet.

More calcium. Faster. No B.S.

3. No B.S. Calcium Boluses increased serum calcium and reduced health events in a 300 cow on-farm trial

Study design:

- 304 Jersey cows assigned to 1 of 3 treatments: Control, Bovikalc, or No B.S.
- Cows were housed together (i.e., diets were identical) throughout the study.
- Cows were well-acidified pre-fresh (urine pH = 5.5).
- Boluses were given at freshening.
- Blood samples were obtained 12-24 hours post-fresh and a 2nd bolus was then given.
- Data consist of blood serum calcium levels and health events over 30 DIM.

Serum Ca and health events over 30 DIM

Item	CONTROL	BOVIKALC	NO BS
Serum Ca, mg/dL	7.74^b	7.93^a	8.03^a
FRESH	105	103	96
DA	4	1	1
KETOSIS	3	0	0
LAME	5	1	1
MASTITIS	7	13	6
METRITIS	1	1	1
MILK FEVER	2	2	0
RP	5	5	0
SUM	27	23	9
%	26%^a	22%^a	9%^b
SOLD + DIED	16	13	11

Effect of oral calcium supplementation on serum calcium and health events in mature Jersey cows. 2023. D.B. Vagnoni, E. Coleman, and R. Lichdi. J. Dairy Sci. 106 (Suppl. 1):447.

Conclusions:

- Only No B.S. uses solely calcium chloride – the most rapidly and extensively available calcium source.
- No B.S. Calcium Boluses provide calcium when fresh cows need it – now.
- No B.S. Calcium Boluses significantly reduced postpartum health events and numerically reduced herd removal (SOLD + DIED) over 30 DIM in a 300 cow on-farm trial.

More calcium. Faster. No B.S.