



Summer Success Depends on Hydration

What is Heat Stress?

Heat stress occurs when the Temperature-Humidity Index (THI) reaches levels high enough to overwhelm animals' adaptive mechanisms. Under heat stress, cattle may experience elevated body temperature, increased respiration rate, disrupted feed intake, acidosis, and reproductive issues.

Impact on the Beef & Dairy Industries

Heat stress creates losses in animal productivity, which has been shown to cost the U.S. beef and dairy industries an estimated \$1.2 billion annually.

Keep Cows Cool With I.C.E.®

I.C.E.® is a proprietary combination of key ingredients including an osmolyte that helps animals stay hydrated. The elements of I.C.E.® work at the cellular level to help cattle better regulate their body temperature during heat stress, keeping cattle cool from the inside out.

Features & Benefits of I.C.E.®

- I.C.E.® works with heat shock proteins to maintain integrity of cellular proteins, which become aggregated with higher temperatures
- Contains plant extract also found in salt water marine life
- Available in multiple forms for a variety of applications
- Can be used in dairy, beef, sheep, and goat rations

Three Options for Using I.C.E.®

I.C.E.® Farm Pack

designed for mixing into rations on the farm

Prod# F111200251

I.C.E.® Premix

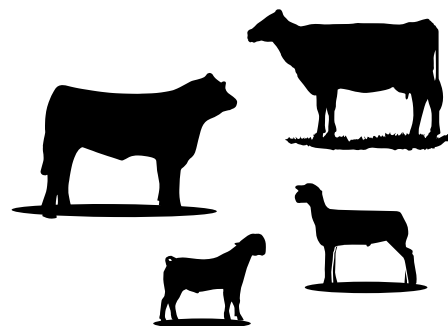
designed for production of grain mixes and supplements in the feed mill

Prod# F111200252

I.C.E.® Pac

top dress or mix into the daily ration for show animals

Prod# F111200248



PROMOTE® is a line of dependable feed additives that are designed to help animal producers enhance performance, uphold animal welfare, and better adapt for tomorrow's consumers.