

Maxilys® PLUS

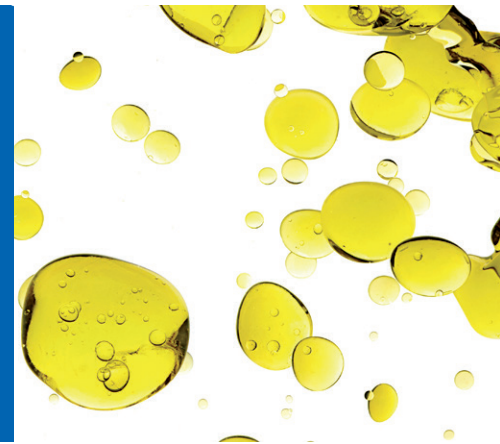
Bioactive emulsifier to unlock feed potential

Animal performance, feed use efficiency, and, ultimately, profitability, are driven by the supply of nutrients provided by the diet and subsequently digested and absorbed. Optimal rations balance both absolute and relative levels of essential nutrients, intake limitations, feedstuff digestibility, and costs. However, these objectives are often in conflict. Feed additives that enhance the digestion process, improve utilization of high-energy ingredients (i.e., fat), and support optimal nutrient absorption are valuable tools for increasing feed value without large increases in feed expenses.



KEY PHOSPHOLIPIDS HELP DELIVER MORE FROM EVERY BITE OF FEED

- Exogenous emulsifier activity enhances fatty acid digestibility, especially in young birds and animals prior to GI tract maturity.
- Support of collagen formation and villus length increases absorptive surface area.
- Enhanced membrane fluidity and permeability, intracellular signaling, and channel activation support absorption of fat and other nutrients.
- Less undigested fat lowers the risk of liver stress, abdominal fat deposition and footpad lesions associated with wet litter.



Why Maxilys PLUS from Innovad® ?

Multi-component bioemulsifier designed to optimize dietary fat utilization while supporting metabolic homeostasis;
Concentrated and standardized source of enzymatically hydrolyzed phospholipids, delivering quantified levels of valuable bioactive compounds:

<i>Lecithins</i>	~48%
<i>Lysophospholecithins (LPL)</i>	6.5%
<i>Lysophosphatidylcholine (LPC)</i>	3%;

Unique incorporation of a select blend of emollients to dramatically improve the quality and stability of emulsification in the gut, enhance lysolecithin penetration, and optimize bioavailability of dietary fatty acids;

Complementary in action to commercial exogenous enzymes;
Exceptional flowability thanks to a premium carrier.



Multifaceted Metabolic Support

- **Digestive support**
 - ✓ Enhances emulsification.
 - ✓ Stimulates multiple enzymes.
- **Enhanced nutrient absorption**
 - ⚡ Chylomicron formation and transport of fatty acids and glycerin from the small intestine.
 - ⚡ Absorptive surface area in the small intestine.
 - ⚡ Intestinal membrane health, fluidity, and nutrient permeability.
- **Liver health**
 - ⚡ Insulin release supports metabolic balance, while improved fat absorption reduces risk of fatty liver.
- **Product quality**

Poultry research: less unsaturated fat in the carcass, greater percentage breast meat, reduced abdominal fat deposition, and increased levels of beneficial fatty acids in eggs.

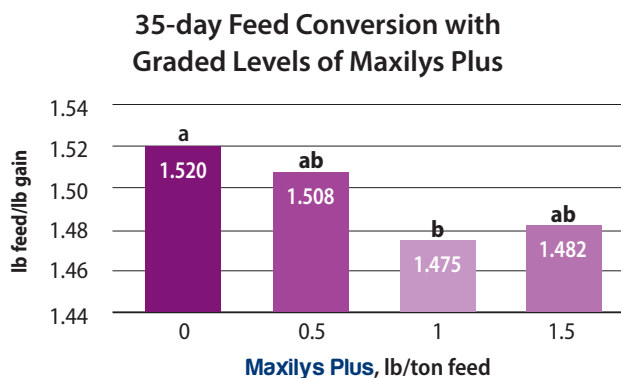
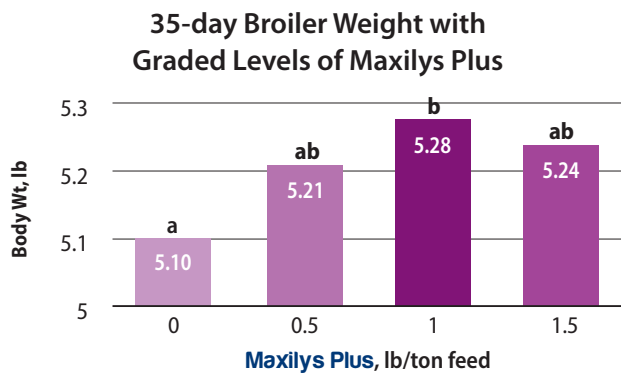
Maxilys PLUS—Optimizing Performance and Profit

Two options: two opportunities

- 1** Maxilys PLUS can be added “On Top” of the existing ration, effectively increasing its metabolizable energy (ME) content through improved digestion and absorption. These **additional nutrients** can fuel **additional growth** and **improved FCR**.
- 2** With Maxilys PLUS in the diet, rations can be reformulated to account for improved utilization of other ingredients. This “**matrix**” approach can result in **lower feed costs** with **equal performance**.

Commercial Trial: Maxilys PLUS ON TOP

Dose-response trial with commercial broilers; diets primarily corn, wheat and soybean meal with added soy oil. Starter, d 1-10, 5% fat; Grower 1, d 11-21, 5.4% fat; Grower 2, d 22-28, 6.5% fat; Finisher, d 29-35, 7.1% fat.



By the numbers

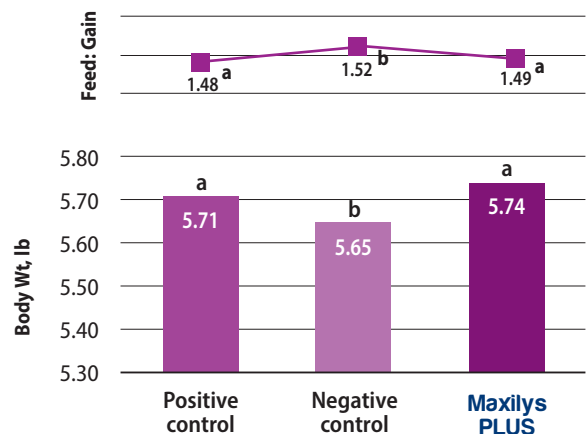
A meta-analysis of published research (*Wealleans et al., 2020*) concluded that supplementation of an optimal dose of lysolecithin in typical poultry rations increased dietary metabolizable energy (ME) content approximately 35 kcal/lb. For a basal diet formulated to 1450 kcal/lb, this addition would represent a 2.5% increase in ME supply. Trials with Maxilys support these values.

When Maxilys PLUS is added on top of the diet, this extra ME is prorated between support of faster growth rates (~60%, or 20 kcal per lb of feed consumed) and increased maintenance to support the now-larger birds.

Alternatively, the 35 kcal/lb (or 70 mcal/ton) value can be used to determine a matrix value. Maxilys PLUS can be entered into ration software with this energy value assigned to the daily dose of the additive. In the simplest example, with Maxilys PLUS being fed at 1 lb per day, its ‘energy value’ would be 35 kcal/lb. The ration can then be reformulated to maintain the original ME level, reducing inclusion rates of more expensive energy sources.

Commercial Trial: Maxilys PLUS MATRIX

35-day Broiler & Body Weight



*Positive Control: standard start/grow/finish diets
Negative Control: diet ME reduced 67,000 kcal/ton
Treatment: Negative control plus 1 lb/ton Maxilys PLUS*

To learn more

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