



## PROTECT YOUR INVESTMENT WITH LIFELINE®

You have just one chance to start your newborns right. Count on LIFELINE nutrition products for young production animals—formulated with the power of functional proteins—to deliver the *very best nutrition* to every animal.

Our functional proteins are *proven* to help combat the effects of stress and to help support and maintain normal immune function. They're the most consistent, high-quality source of globulin protein available and have been given to animals around the world for more than 30 years with proven beneficial effects.

When you use LIFELINE the return on investment will be clear. You'll see a rapid response in your animals. You'll have greater peace of mind. And most important—your animals will *thrive*.

### PRODUCTS FOR:



## WHAT ARE FUNCTIONAL PROTEINS?

LIFELINE functional proteins are derived from natural bovine plasma, which contains components similar to those found in milk and colostrum. Through a proprietary process, specific proteins in the plasma are isolated and preserved in a concentrated serum, which is spray-dried for inclusion in LIFELINE animal nutrition products.

### LIFELINE FOR NEWBORN BEEF & DAIRY CALVES

## EVERY NEWBORN IS A HIGH-VALUE CALF.

#### LIFELINE Protect™ Colostrum Supplement



- 50g 50 grams of globulin protein
- 20% 20% fat guarantee plus added carbohydrates
- Feed in addition to colostrum

#### LIFELINE Nourish™ Colostrum Replacer



- 100g 100 grams of globulin protein
- 25% 25% fat guarantee plus added carbohydrates
- Feed in place of colostrum

#### LIFELINE Rescue™ High-Level Colostrum Replacer



- 150g 150 grams of globulin protein
- 15% 15% fat guarantee plus added carbohydrates
- Feed in place of colostrum

When you have a lot of newborn calves to feed.

**NOURISH ADDITIONAL SIZE OFFERING: 27.5 lb BAG**

**25** 25 calf feedings per bag

**RESCUE ADDITIONAL SIZE OFFERING: 30 lb BAG**

**25** 25 calf feedings per bag



#### LIFELINE FOR NEWBORN DAIRY CALVES ON LARGE OPERATIONS

## THEY'RE THE FUTURE OF YOUR MILKING HERD.

When colostrum quality tests low.



#### LIFELINE Boost™ Colostrum Booster

- 30g** 30 grams of globulin protein
- 24** 24 calf feedings per pail
- 30g** Mix directly into colostrum and feed as the calf's first meal

**BOOST ADDITIONAL SIZE OFFERING: 25 lb BAG**

When colostrum is in short supply.



#### LIFELINE Protect™ Dairy Colostrum Supplement

- 50g** 50 grams of globulin protein
- 25** 25 calf feedings per bag
- 50g** Mix with water and feed in addition to colostrum

**50** 50 calf feedings per bag

#### LIFELINE FOR YOUNG BEEF & DAIRY CALVES

## WHEN YOUNG CALVES ARE FACING CHALLENGES.

- Digestive disturbances
- Extreme temperatures
- Transportation

Provide your calves with the extra nutritional support they need.



#### LIFELINE Intervene™ Nutritional Supplement

- 1** Feed twice daily to **1 calf for 5 days**
- Functional proteins & electrolytes** help maintain normal intestinal health
- Smooth, easy mixing with water**



#### LIFELINE Gammulin® Functional Protein Supplement

- Functional proteins**, vitamins and minerals help support normal immune function
- Smooth, easy mixing with whole milk or milk replacer**
- 25** Feeds about **25 calves** when fed 1 oz twice daily for **2 weeks**



### LIFELINE FOR NEWBORN LAMBS & KIDS

## COMPLETE NUTRITION FOR TINY BELLIES.



#### LIFELINE Rescue™ Lamb & Kid Complete Colostrum Replacer

- Guaranteed **globulin protein** level
- Fat & carbohydrates** for energy
- One tub feeds **3–7 animals** based on body weight (6–14 when fed as a colostrum supplement)

When you have a lot of lambs or kids to feed.

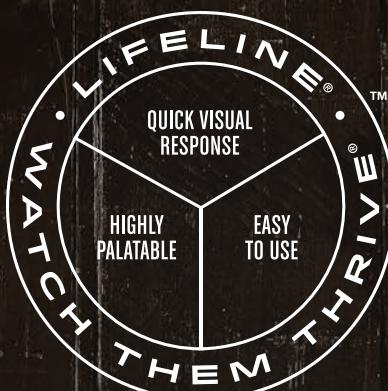
**ADDITIONAL SIZE OFFERING: 9.3 lb PAIL**

**49** 21–49 lamb/kid feedings per pail

## WHEN TO USE LIFELINE CALF NUTRITION PRODUCTS

SCENARIO	REASON	PROVIDE
<b>Calves of first-calf heifers, twins or abandoned calves</b>	First-calf heifers typically have low-quality colostrum. Twins or abandoned calves won't receive enough/any colostrum unless you step in.	1 feeding of <b>Nourish</b> or <b>Rescue</b> to provide the nutrition needed for newborns.
<b>Calves born in harsh conditions</b>	Calves born in the extreme cold or other harsh conditions need extra nutritional help to get up and suckle on their own.	1 feeding of <b>Protect</b> if you know the calf has received some colostrum OR 1 feeding of <b>Nourish</b> or <b>Rescue</b> if you haven't seen the calf stand or you're not sure it has received colostrum.
<b>Calves born in challenging situations</b>	A calf that spends too much time in the birth canal, has a generally difficult birth, or is born into a challenging environment needs extra nutritional support.	1 feeding of <b>Protect</b> 8 hours after the first feeding of mom's colostrum OR 1 feeding of <b>Nourish</b> or <b>Rescue</b> as soon as possible after birth to ensure the calf receives the highest-quality nutrition.
<b>Calves purchased at sale barns</b>	These calves have an unknown health status and have experienced being removed from mom, transported to the sale and co-mingled with calves not from their farm.	1 feeding of <b>Protect</b> as soon as the calf gets to its new home, plus follow up with 1 carton of <b>Intervene</b> , fed twice daily for 5 days, to help maintain normal intestinal health.
<b>High-value calves (registered herds, embryo transfer, show animals)</b>	To know with certainty that the calf will receive high-quality Day One nutrition, protect your important investment.	1 feeding of <b>Nourish</b> or <b>Rescue</b> as soon as possible after birth, plus 1 feeding of <b>Protect</b> 8–12 hours later.
<b>Calves experiencing challenges that require extra support</b>	These calves can go downhill fast. If they don't receive nutritional support quickly, they often turn into hard keepers that cost you money, or worse, they don't survive.	For 1 calf, feed 1 packet of <b>Intervene</b> twice daily for 5 days to help maintain normal intestinal health. If you have a lot of young calves, feed 1 oz of <b>Gammulin</b> twice daily for 2 weeks.

# THE LIFELINE PROMISE



Our promise is to deliver innovative products that are easy to use, highly palatable and provide a quick visual response. It's that simple. Because we know you care about your animals and we – just like you – want to see them healthy and *thriving*.



[WatchThemThrive.com](http://WatchThemThrive.com)