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**EGGSHELL QUALITY
IS NOT ALL ABOUT
CALCIUM &
PHOSPHORUS
SUPPLEMENTATION !**

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Eggshell quality is one of the most significant factors affecting poultry industry; it economically influences egg production and hatchability. When it comes to egg shell quality, nutritional aspects like calcium and phosphorous inclusion & their ratios have received a lot of attention, but measures to increase the egg shell strength and pore distribution by other means often miss due attention.

The eggshell is a complex and highly ordered structure formed as a consequence of controlled interactions between both mineral and organic matrix constituents. The matrix proteins are critically important in determining the egg shell structure and serves as foundation for the deposition of calcium. They play an active role in the control of calcite growth kinetics and crystal morphology during eggshell mineralization, and therefore regulate the textural properties and resulting biomechanical strength of the eggshell.

Pulsworum-45 is a specifically formulated product for improving egg shell strength and quality. It works on shell matrix deposition, corrects shell pore distribution, increases egg-shell strength and improves overall shell quality.

For more details, click: <https://saifvetmed.com/products.php?procat=Poultry&pid=3&psc=3>