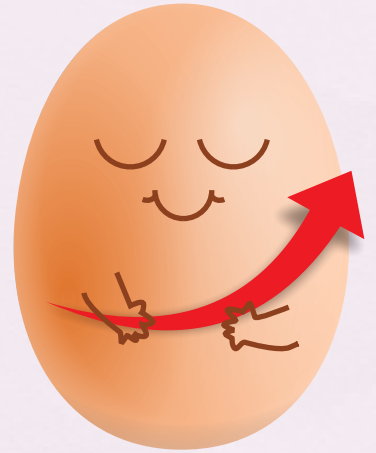


Introducing

MaX Lay-Plus[®]

Powder

Elevating Eggcellent Potential



“

MaX Lay-Plus

works on overall egg quality enhancement
by ensuring ovary health, consistent hormone secretion
as well as internal and external egg quality

”

Innovative Formulation



Innovative Formulation to provide 360° Egg Enhancement

Industrial Challenges

Increasing Cost of Production

Fluctuations in Feed Material Prices

Compromised Nutrient Absorption in Old Flocks

Reduced Hatchability

Low Chick Livability

Low Storage Life

Egg Shell Breakage

Opportunity to Improve Profitability by Improving Quality of Egg

Advancement

Genetic Advancement

Longer productive Life Expectancy

Increased Laying Cycles

Longer Critical Period of Laying

Concern of 2nd Grade Eggs

Powered with GenNext Unique Blend of Egg Quality Enhancing Phytochemicals

Ingredients	Advantages
Quercetin	<ul style="list-style-type: none"> Improve egg quality during late laying period. Oxidative stability and storage quality of fat in egg could be improved while extending the shelf life.
Cissus Quadrangularis	<ul style="list-style-type: none"> Improves calcium and Phosphorus mineralisation as well as mobilization Increase the absorption and utilization of dietary calcium and phosphorus
Cestrum Diurnum	<ul style="list-style-type: none"> Improve egg shell thickness Improves specific gravity of the egg and reduces egg breakage
Grape Seed Extract (Proanthocyanidins & Catechin)	<ul style="list-style-type: none"> Act as an antioxidant to inhibit lipid peroxidation in eggs and improve storage Antioxidant power of proanthocyanidins is 20 times greater than vitamin E and 50 times greater than vitamin C

Ovary Health Improvement

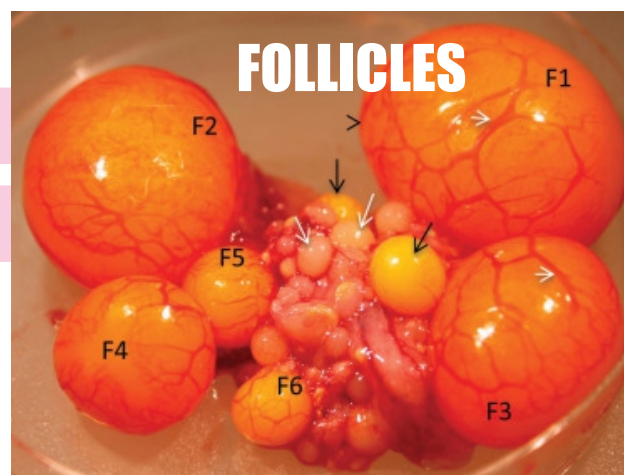
Better Yolk Quality

Maintain Persistency of Lay

Healthy Follicles are the key performance indicator of egg production and better ROI for farmers. **Max Lay-Plus** helps in maintaining the persistency of lay.

Breeder : More chicks per female

Layer : Reduce clutch period



MCT Oil	Nano Zinc Fortification	Phytochemical Blend
<ul style="list-style-type: none"> Medium-chain triglycerides (MCTs) are efficiently absorbed and metabolized. MCT provide instant energy for ovarian tissues and have physiological benefits (laying persistency). 	<ul style="list-style-type: none"> Maintain cellular integrity of ovarian tissues. Maintain productive performance being component of number of enzymes. 	<ul style="list-style-type: none"> Anti-oxidative mediators; decreases lipid peroxidation, improve the organoleptic characteristics and nutritional value of eggs. Maintain production for a longer periods thus benefitting in more number of 1st grade eggs.

Hormone Secretion Enhancement

Healthy endocrine system of poultry ensures optimum ovary functioning. Consistent FSH / LH hormone secretion helps in maintaining the production peak and reduces clutch period resulting in to better egg laying performance.

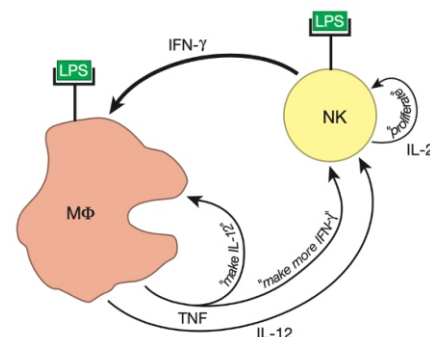
Breeder : More chicks per female

Layer : Ensures better Hen Day Production (HDP)

MCT Oil	Nano Zinc Fortification	Phytochemical Blend
<ul style="list-style-type: none"> Instant energy to endocrines for reproductive system; physiological benefits (laying persistency) 	<ul style="list-style-type: none"> Maintain cellular integrity of secretory tissues. Maintain productive performance being component of number of enzymes. 	<ul style="list-style-type: none"> Blend of EO improves production of FSH / LH; increasing the egg production and quality as well as fertility parameters. Reduces Reactive Oxygen Species (ROS), which enhances yolk quality.

Maintain Peak Production

Reduced Clutch Period



Egg Quality Enhancement - External

Max Lay-Plus ensure better egg shell quality comprising thickness, shell membrane, pore size etc. These parameters have direct impact on the egg quality.

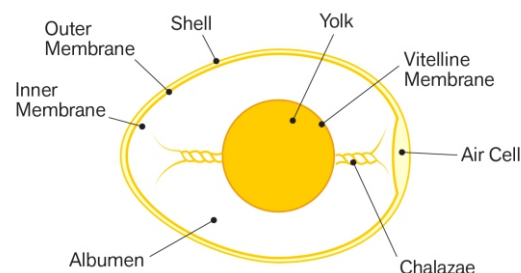
Breeder : Better egg shell leading to better hatchability and shelf life

Layer : Increased 1st grade eggs and shelf life

MCT Oil	Nano Zinc Fortification	Phytochemical Blend
<ul style="list-style-type: none"> Provides energy to shell glands in uterus to secrete more calcium Oxidative stability and storage quality while extending the shelf life. 	<ul style="list-style-type: none"> Cofactor of metalloenzymes which are responsible for carbonate & mucopolysaccharides synthesis important in eggshell formation. Zinc affect structural properties of eggshell which directly affects the hatchability. Prevents Pathogen like Salmonella; a vertically transmitting bacteria. 	<ul style="list-style-type: none"> EO helps calcium and phosphorus mineralisation properties and this helps early completion of calcification process. Better egg shell strength results more number of 1st grade eggs.

Improve Egg Shell Quality & Storage Life

Reduced 2nd Grade Eggs



Egg Quality Enhancement - Internal

Max Lay-Plus enables development of albumen with higher haugh unit helping to hold yolks or blastodisc in its position. Furthermore, better embryonic development leads to higher hatchability.

Breeder : Better hatchability and selection percentage

Layer : Maintains albumen thickness and freshness

MCT Oil	Nano Zinc Fortification	Phytochemical Blend
<ul style="list-style-type: none"> Improves productive performance and egg quality by modulating Magnum to secrete thick albumen leading to increase in hatchability, first grade day old chicks and survival rate. 	<ul style="list-style-type: none"> Inhibits pathogens reaching to nutrient rich yolk (where they can multiply extensively). Inhibits lipid peroxidation in eggs, improve storage. 	<ul style="list-style-type: none"> Antibacterial effect on the shield of the developing embryo. Improve 1st grade eggs thereby improving selection %.

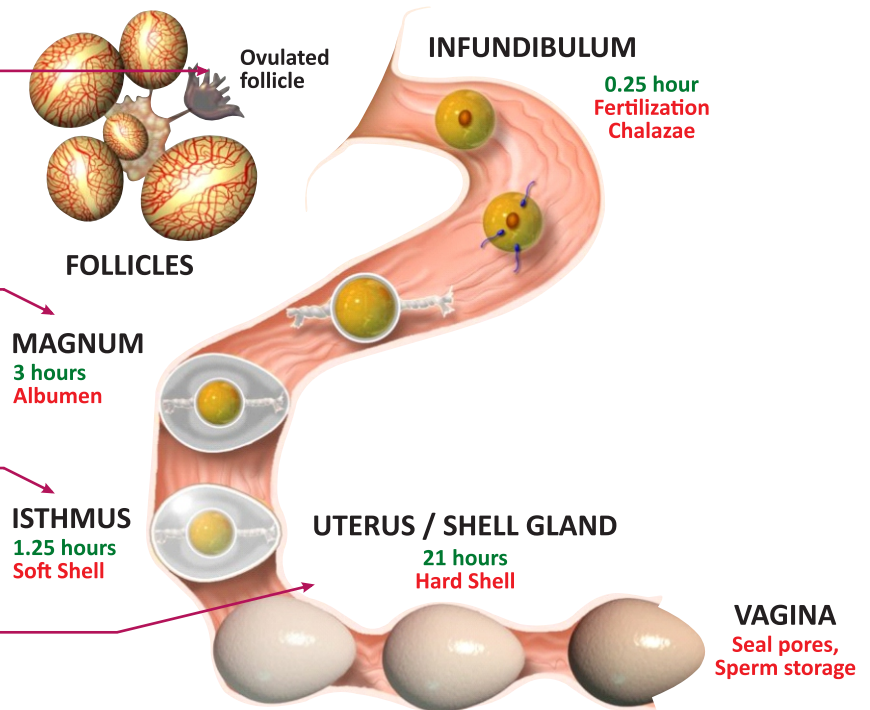
Albumen Quality Improvement

Improve Hatchability & Chick Quality



Features & Benefits

- Increases the laying persistency by 1-2%
- Improves Albumin quality (4 Haugh units) thus enhancing fertility
- Improvement in hatchability by 1%
- First grade DOC (Day Old Chicks) increase by 0.5%
- Survival rate improved by 0.5%
- Improves Egg Shell Quality
- Improve selection percentage by >1%
- Reduces second grade eggs by 0.2%



Assured Quality

- › GMP Plus
- ISO 22000:2018
- ISO 9001:2015

Presentation

- › 25Kg Bag

Recommended Dosage

(per MT of feed):

Layer: 500gm

Breeder : 1000gm

Or as recommended by Nutritionist Consultant

