

## See How ReaShure Can Impact Your Herd

Choline is proving to be a required nutrient for a successful lactation and beyond. Scientists say choline can help optimize milk production and lifetime performance, support a healthy transition, improve calf health and growth and increase colostrum output.

New research from the University of Florida, Michigan State University and the University of Wisconsin all show that choline can have a huge impact on herd productivity and profitability.

ReaShure® *Precision Release Choline* is the original rumen-protected choline source and the most researched product on the market today.

Try it for yourself!

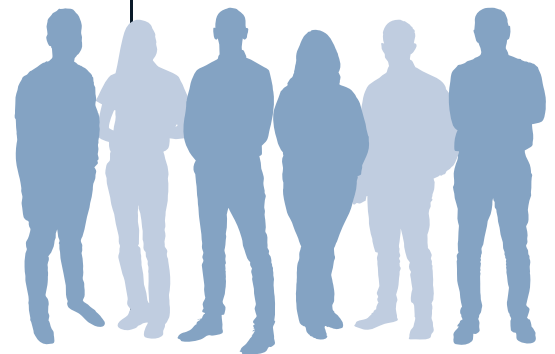
### TAKE THE REAL RESULTS CHALLENGE TODAY

**See the Results for Yourself** Try ReaShure in your transition cow ration for 100 days and we're confident you'll see results.

- 1 Sign up for the **Real Results Challenge** with your Balchem representative.
- 2 Feed ReaShure® *Precision Release Choline* to your transition group for 100 days at 60 gms/hd/day.
- 3 Receive your ReaShure Rebate of \$1.00/lb fed.
- 4 Profit from the benefits of ReaShure throughout the entire lactation.

## “ SCIENTISTS SAY

Choline is a Required Nutrient for Every Cow



# “SCIENTISTS SAY

## Choline is a Required Nutrient for Essentially Every Cow

Zenobi et al., 2018a  
Zenobi et al., 2018b  
Arshad et al., 2020  
Bollatti et al., 2020a  
Bollatti et al., 2020b  
Potts et al., 2020  
Swartz et al., 2022  
Holdorf et al., 2023  
Swartz et al., 2023  
Poindexter et al., 2023

### Milk Production

Zenobi et al., 2018a  
Arshad et al., 2020  
Bollatti et al., 2020a  
Holdorf et al., 2023  
Swartz et al., 2023

### Healthy Transition

Lima et al., 2012  
Zenobi et al., 2018b  
Arshad et al., 2020  
Arshad et al., 2022  
Poindexter et al., 2023

### Calf Health & Growth

Zenobi et al., 2018a  
Zenobi et al., 2022  
Holdorf et al., 2023

### Improved Colostrum Quantity

Zenobi et al. 2018a  
Bollatti et al. 2020b  
Swartz et al. 2022  
Holdorf et al. 2023



**ReaShure®**  
Precision Release Choline

This new science changes everything we thought we knew about choline's impact on the cow and her calf. ReaShure® *Precision Release Choline* is the original and most researched rumen protected choline source, so you can be sure you're getting the benefits you expect. Trust ReaShure and Balchem to impact her for generations. [Visit Balchem.com/ScientistsSay](https://www.balchem.com/ScientistsSay) to learn more.



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