



# HEIFER SMART<sup>®</sup>

MINERAL  
+ DD  
FORMULA

Digital dermatitis is one of the most costly diseases in dairy herds because of the increased incidence of lameness

Nearly 95 percent of large dairies (500+ cows) have reported digital dermatitis infections<sup>1</sup>

Digital dermatitis infections are known to lead to decreased milk production and lower fertility

Address hoof health issues to effectively manage footbaths and topical antibiotics

<sup>1</sup> Reference of Dairy Cattle Health and Management Practices in the United States, USDA/National Animal Health Monitoring System report, February 2009.



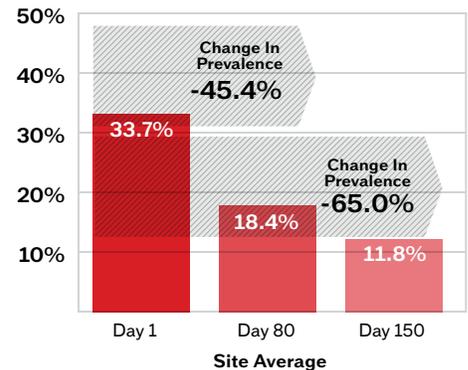
Innovative research and products from:



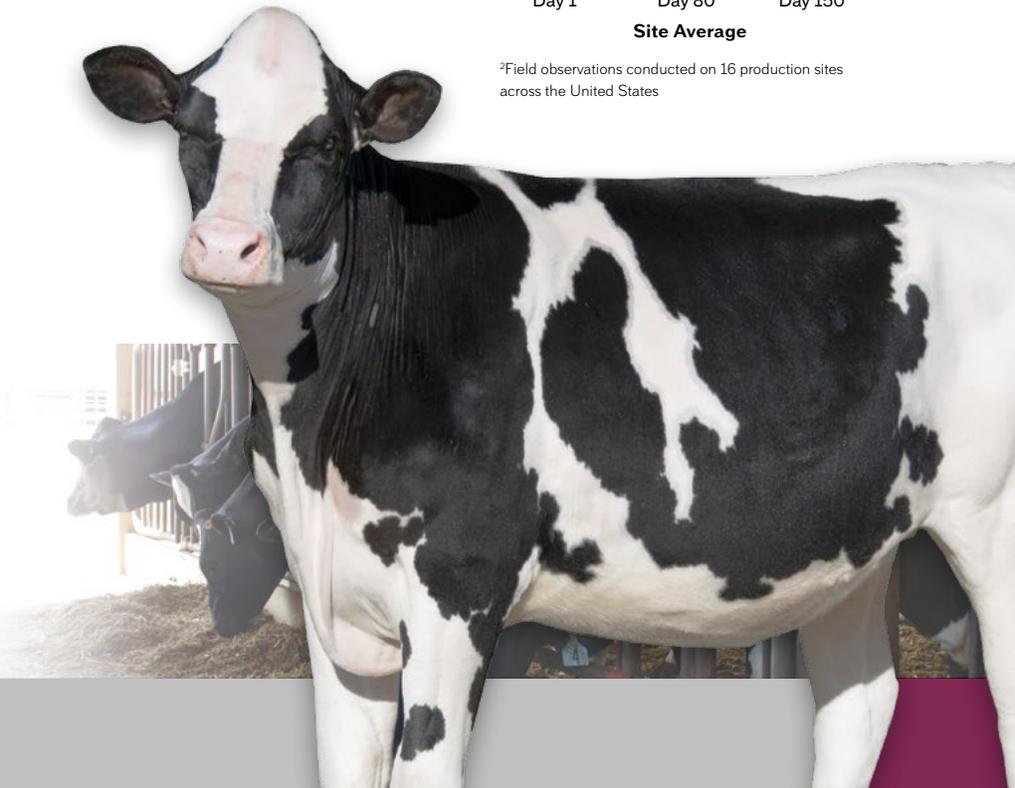
*HEIFERSMART<sup>®</sup> Mineral + DD Formula delivers a combination of essential trace minerals and the new Availa<sup>®</sup>Plus and DD Premix Formula, which has been shown to support immunity, address hoof health issues and support improved reproductive response.*

Recent field studies have shown that Availa<sup>®</sup>Plus, when combined with the DD Premix Formula, can effectively address the prevalence of digital dermatitis in a herd.<sup>2</sup>

Digital Dermatitis Prevalence



<sup>2</sup>Field observations conducted on 16 production sites across the United States





## NUTRIENT OVERVIEW:

NUTRIENT	LEVEL
Calcium (Ca)	18.90% (min) 22.68% (max)
Salt (NaCl)	24.30% (min) 29.16% (max)
Magnesium (Mg)	1.60% (min)
Potassium (K)	0.50% (min)
Copper (Cu)	865.00 ppm (min)
Iodine (I)	282.00 ppm (min)
Selenium (Se)	25.00 ppm (min)
Zinc (Zn)	6,620.00 ppm (min)
Vitamin A	250,000.00 IU/LB (min)
Vitamin D3	50,000.00 IU/LB (min)
Vitamin E	1,900.00 IU/LB (min)

### HEIFERSMART® MINERAL + DD FORMULA IS ALSO AVAILABLE WITH THE FOLLOWING MEDICATIONS:



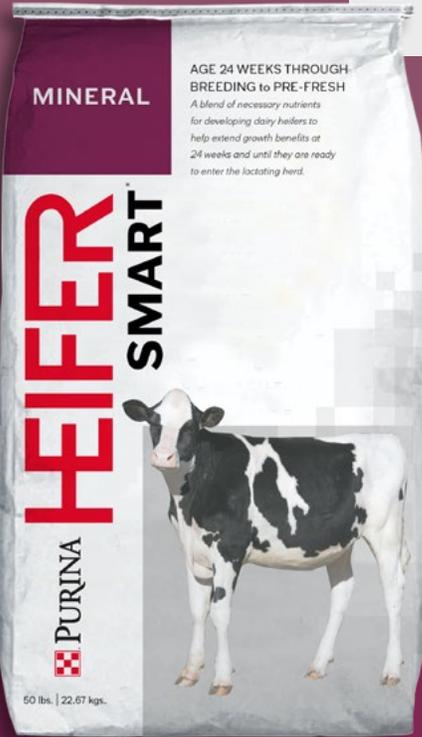
### GUIDELINES FOR USE:

1. Feed HEIFERSMART® Mineral + DD Formula 60 days prior to expected foot lesion development.
2. HEIFERSMART® Mineral + DD Formula is recommended for use in TMR rations or mixed with grain.
3. For accurate ration balancing and feeding recommendations, analyze forages and utilize a dairy ration balancing program.
4. Provide clean, fresh water near the feeding area.
5. Recommended feeding rates:

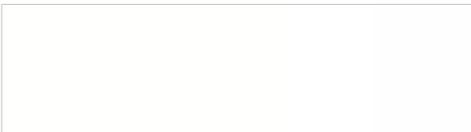
BODY WEIGHT	FEEDING RATE
400 lbs	2 oz
600 lbs	3 oz
800 lbs	4 oz
1,000 lbs	5 oz
1,200 lbs	6 oz

**NOTE:** Do not feed to lactating cattle.

*Purina Animal Nutrition is committed to delivering the most proven, performance-driven dairy calf and heifer feeding program to help you achieve greater profitability.*



Contact your local Purina® dealer or Purina Animal Nutrition calf and heifer specialist to learn more.



[www.HEIFERSMART.com](http://www.HEIFERSMART.com)