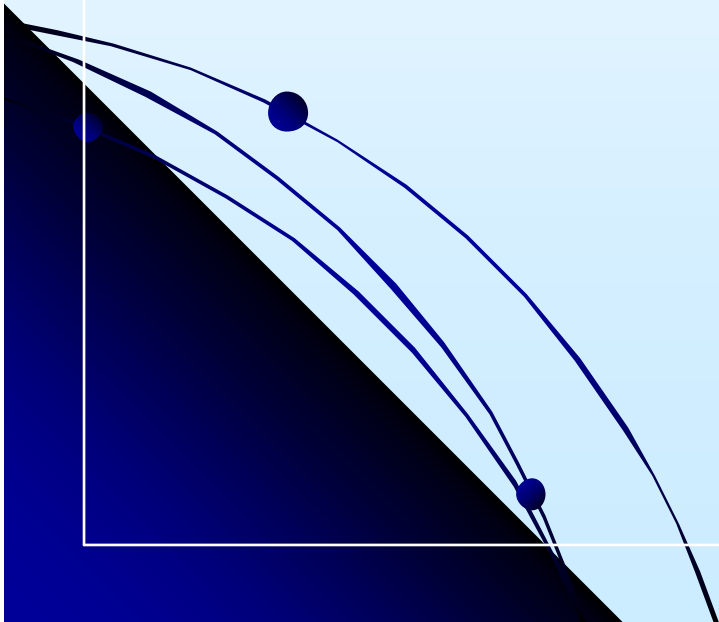


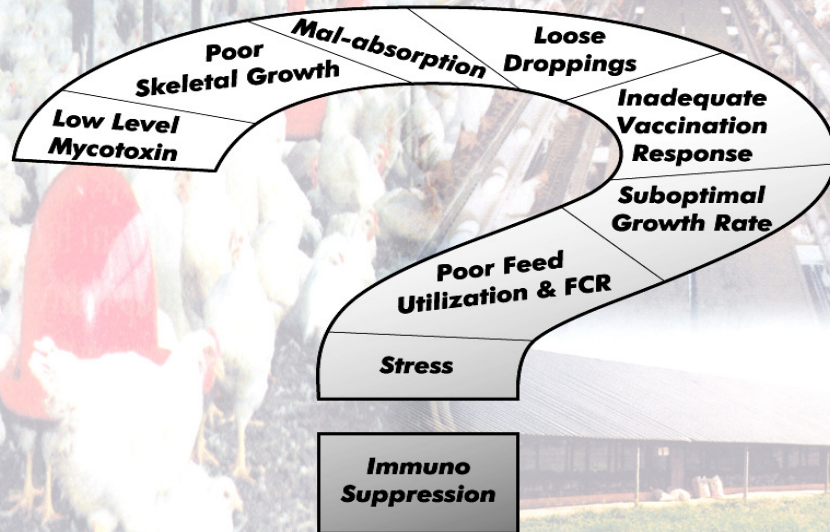
**The importance and field of usage of Ayurvedic/
herbal forage-supplements and para-medicines in
domestic animal husbandry**

**Mohanji Saxena
Managing Director
Ayurved Limited
India**



POULTRY PRODUCTION

Problems are many...

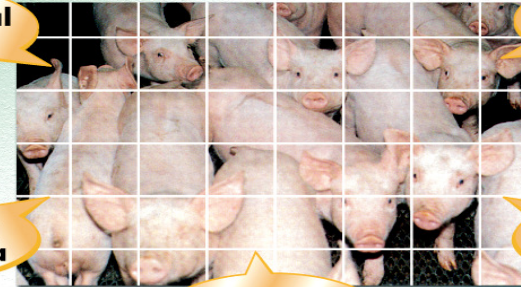


SOLUTION IS IN NATURE...

PIG FARMING

OBSTACLES TO PRODUCTION...

Suboptimal Growth



Metritis

Weaning Diarrhoea

Mastitis

Agalactia

CARE & CURES FROM NATURE...



THE PRODUCTION BARRIERS

Digestive Health

Liver Disorders
Rumen Dysfunction

Udder Health

Mastitis



Skin Integrity

Skin Affections

Reproductive Health

Delayed Involution of Uterus
Retention of Placenta
Uterine Infection
Delayed First Post Parturient Heat

Are these the only concern in current context.....

Food safety along with food security

SAFE MILK & MEAT **CONCERN FOR ALL**



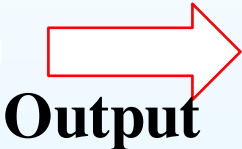
A CHALLENGE FOR THE NEW MILLENNIUM

BOTANICALS/HERBALS FOR PROFITABLE & SAFE POULTRY PRODUCTION

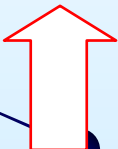
Feed



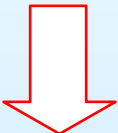
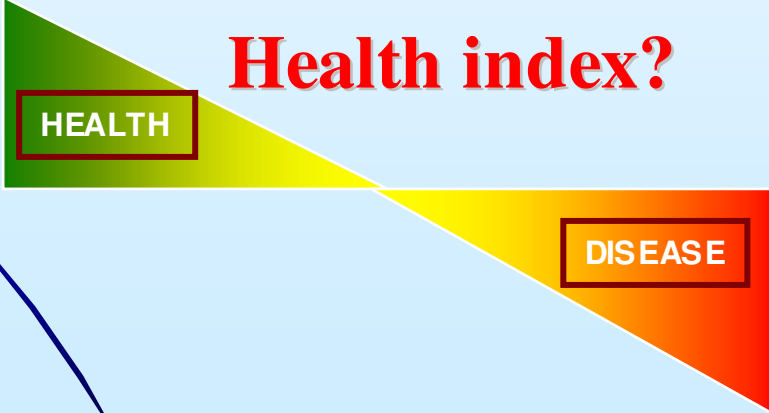
**Biological machine
Poultry/Cattle/Pig**



**Meat/
egg**



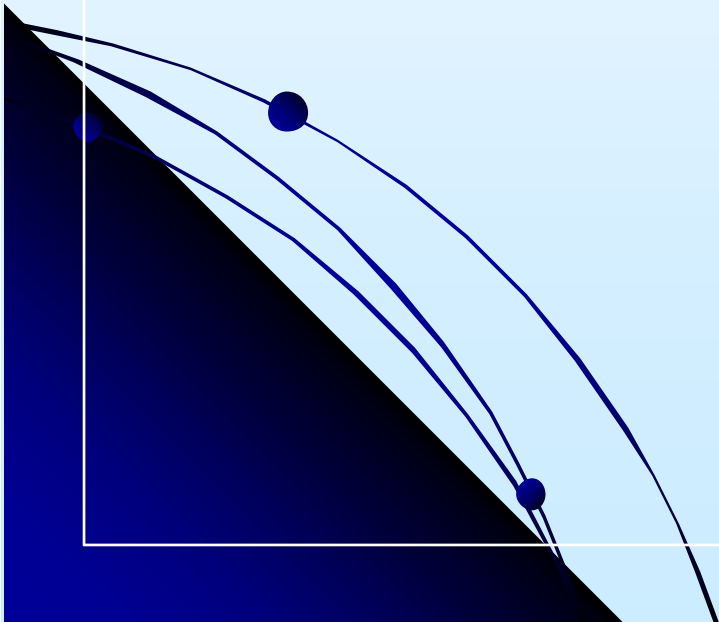
Money In



Money Out



HEALTH





HEALTH

**IS NOT THE ABSENCE OF
DISEASE OR ILLNESS**

Dr. XYZ

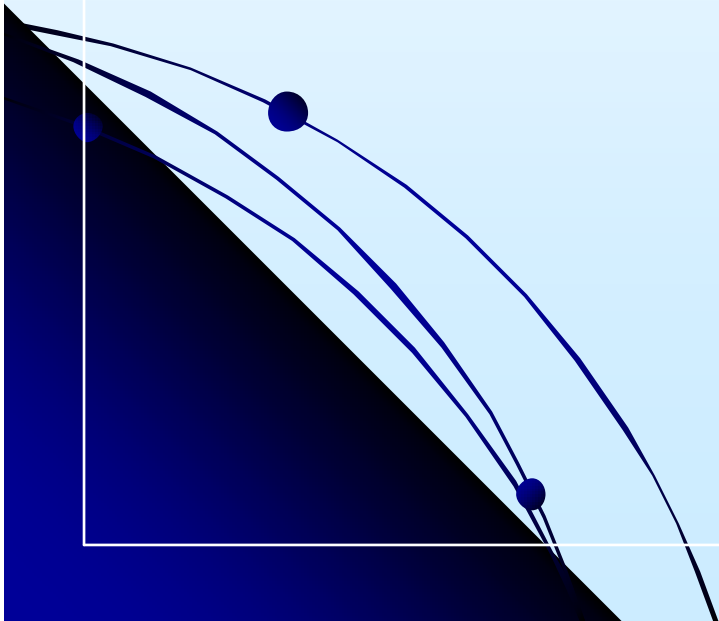
MBBS, MD

**This is to certify that
Mr.ABC is free from any
disease**



HEALTH

**IT IS THE PERFECT STATE OF COORDINATION
AND BALANCE OF LIFE WITH THE OUTER
ENVIRONMENT AND DIET**





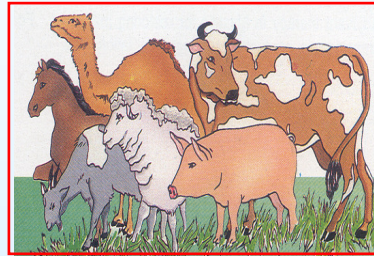
OBJECTIVES OF AYURVEDA

1. स्वस्थस्य स्वास्थ्य रक्षणम् ।
To maintain the health of normal persons
2. आतुरस्य रोग विमोक्षणम् ।
To cure the disease in the patients

Stress & Immunosuppression

Environment stress

Management stress



Performance stress

Pathological stress

Suboptimal productivity
Disease incidences

Antistress & Immunomodulation herbs

ANTIOXIDANT

Amala Research Bulletin, 15, 46-52, 1995.

ADAPTOGENIC

Int. J. Of Pharmacog. 33(2), 148-154, 1995

IMMUNOMODULATOR

Journal of Ethnopharm. 44(1), 55-60, 1994

Phyllanthus emblica

ANTISTRESS

.Phytother. Res., 1987, 1(1), 32.

ADAPTOGENIC

Int. J. Crude Drug Res. 20(1) 29-35, 1982

IMMUNOMODULATOR

Int. J. Cancer, 1971, 8, 487.

Withania somnifera

ANTISTRESS

Indian Drugs, 1988, 25(5), 172-175.

J Phys. Pharmacol, 1997, 41(2), 139-43.

ANTIOXIDANT

Journal of Clinical Bio. and Nutrition,

1996, 20(2), 113-119.

Ocimum sanctum

MACROPHAGE

ACTIVATION ACTIVITY

Phytotherapy Research, 1993, 7, 107

IMMUNOMODULATORY

J. Phytopathol., 1989, 125, 238

Naturwissenschaften, 1972, 59, 651.

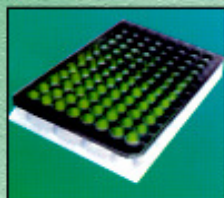
Cancer lett., 1987, 37, 293.

Mangifera Indica

To improve productivity & body defense

STRESROAK

BOOSTS UP THE BODY DEFENCE MECHANISM



Defence against "IBD"

- Antibody titre up by 21%
- 35% less mortality

Deptt. Pathology, Nagpur Vety. College, India



Heat Stress

- 19% more wt. gain
- Cortisol level down by 71%

Biotecnologija yugoslavi Stocarstuv, 1998 : 215-218



Chicks from Parent Flock

- Hatchability up by 5.4 - 7.3%

World Poultry, 11 (16), 2000 : 50-51



Day Old Chicks

- Maternal antibody titre up by 59%

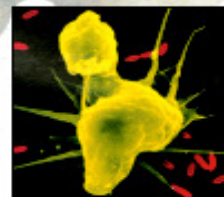
World Poultry, 11 (16), 2000 : 50-51



Vaccination Response

- 32% high antibody titre
- 100% protection against challenge from NCDV

Indian J. Poultry Sci. 34(1), 1999 : 38-41



Body Resistance

- Improved phagocytic index

Deptt. Microbiology, Vety. College, Hyderabad, India

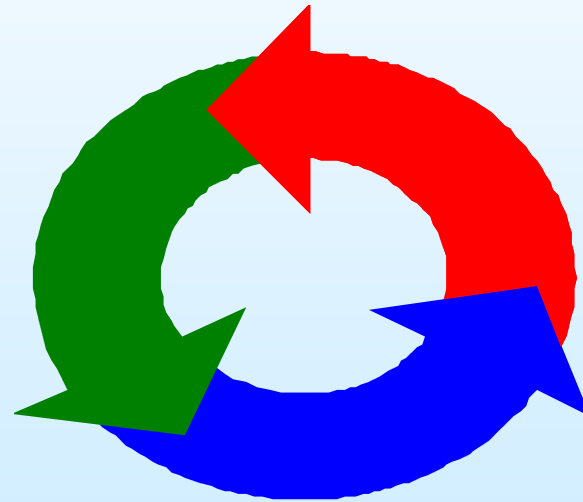
**DEPEND ON STRESROAK TO HIT
THE PROFIT KILLER STRESS**

Feed utilization



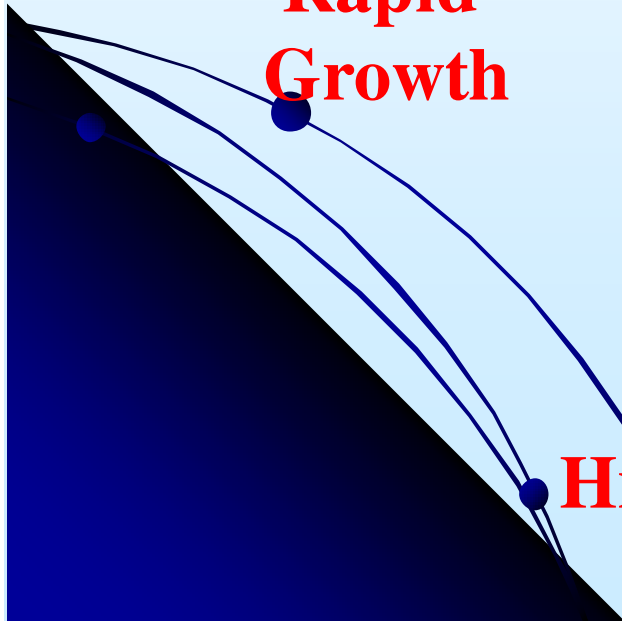
Optimal production

**Rapid
Growth**



**Better
Feed
Utilization**

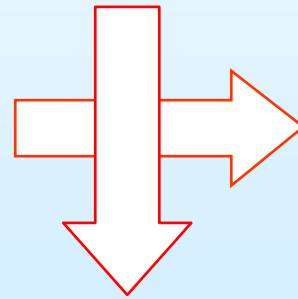
**More weight gain/
Highest egg production**



THE NATURAL WAY TO ENHANCE NUTRIENT UTILIZATION

Optimum Liver Function

Utilization Of Feed



-Good Body Weight
-Better liver protection
during high demand period

Use Of Liver Tonics

The herbal ingredients with proven liver tonic action

Ingredients	Action
<i>Andrographis paniculata</i>	Hepatoprotective, Cholagogue
<i>Phyllanthus niruri</i>	Antihepatotoxic
<i>Picrorhiza kurroa</i>	Hepatoprotective, Choleretic
<i>Tinospora cordifolia</i>	Tonic, Stimulant, Immunomodulator
<i>Terminalia arjuna</i>	Cardiotonic, Hepatostimulant

Well documented

Extensively used

Scientifically
validated

FEED UTILIZATION

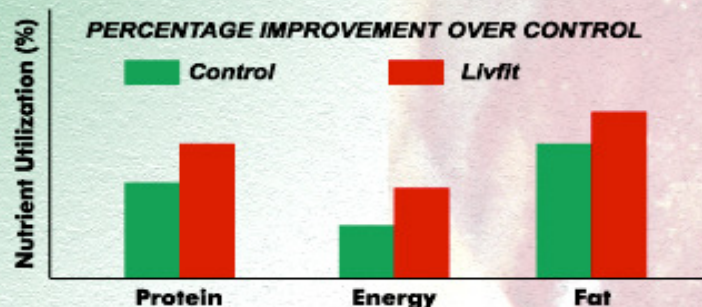
THE  TO SUCCESS

Tone up Liver Function with...

Superliv

FOR BETTER GROWTH & PRODUCTION

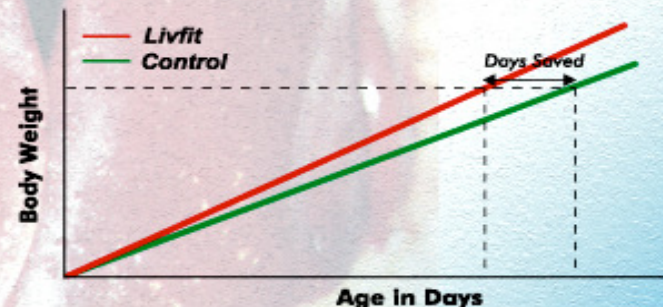
Improvement in Feed Utilization...



- 1.25% increase in protein utilization
- 1.4% increase in energy utilization
- 3.2% increase in fat utilization

Central Avian Research Institute, Bareilly, India

Improvement in Growth Rate...



- 4.25% increase in growth rate
- 5% improvement in feed conversion ratio

I.J. Poultry Sci., 32(1) 1997 : 86-88

**THE NATURAL ~~ANTIBIOTIC~~ NEW
GROWTH PROMOTER**

Liver tonic

HERBAL GROWTH PROMOTER FOR POULTRY

- *Improves liver function during growth period to sustain higher body wt. gain*
- *Sustains liver function over a period of time*
- *Protects liver from external & internal assaults*
- *Optimizes liver functions even during high energy demand during (peak production)*

**SUPPLEMENTATION WITH MULTIPLE
BENEFITS**

Mycotoxins menace

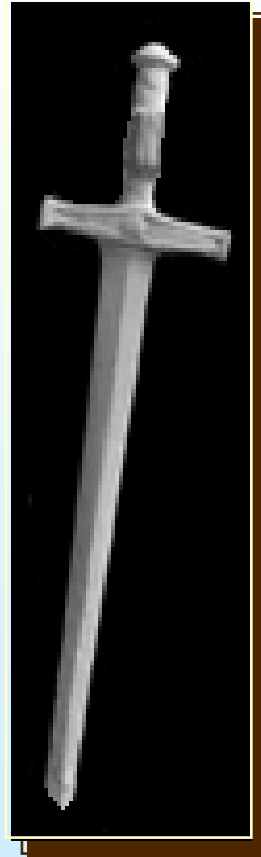
↓ Quality of feed

↓ Performance of feed

↓ Performance of animal

↓ Productivity

↓ Immunity



Potentially toxic, even in microquantities

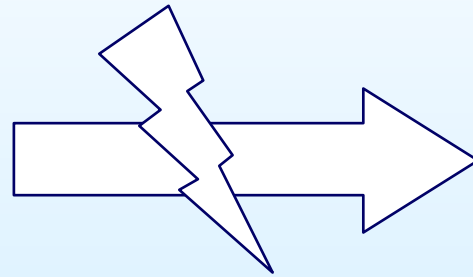
Herbs

Azadirachta indica

Allium sativum

Solanum nigrum

● Mold



Toxin

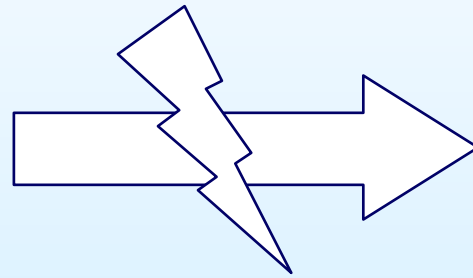
Toxin production inhibition

Less or no toxin reaches intestine

Herbs

Andrographis paniculata
Azadirachta indica

- Neutralization
- of toxin



Toxin is
ineffective
to produce
harmful effect

Nil toxin in the body system

MYCOTOXIN MENACE

THE GLOBAL PROBLEM

The New Comprehensive Approach

**Herbs for
Mould Inhibition**

**HSCAS for
Chemosorption**

**Herbs for
Inhibition of
Mycotoxin
Biosynthesis**

**Herbs for
Bioneutralization**



**Four Way
Attack on
Mycotoxin**

**THE COMPLETE SOLUTION FOR
MYCOTOXIN CONTROL**

Loose droppings in poultry/ Weaning diarrhea in piglets

- **Though occur at all stages**
- **Incidences more due to:**
 - *Dietary change (weaning)*
 - *Change of microbial load of the ration (weaning)*
 - *Peak production in (layer & breeder)*

DEMANDS IMMEDIATE ATTENTION

GIT activity modulation by certain herbs

Andrographis paniculata

- Inhibition of enterotoxin induced secretion
- Interference with adenylate cyclase stimulation
- Non-specifically increase in intestinal absorption

Int. J. Crude Drug Research, 1990, 28(4), 273-283

Berberis aristata

Effective in controlling diarrhea in bacteriologically positive and negative patients

Reduction in volume & duration of diarrhea, period of hydration and the convalescent period

Journal of Indian Medical Association, 1967, 48(1), 1-17

GIT activity modulation by certain herbs

Punica granatum

- **Stops castor oil induced diarrhea**
- **Decreases rate of flow of ingesta thus controlling diarrhea**

Int. J. Pharmacognosy, 30, 1968, 289

Holarrhena Antidysenterica

- **Consessine, an alkaloid present in plant is responsible for treating chronic Amoebic dysentery**

Int. J. Pharmacy 30, 1968: 289

LOOSE DROPPINGS

For prompt and effective control depend on...

DIAROAK

A true GIT function modulator

Effective in
multiple
Etiology

Repair
Damaged
Mucosa

Safe &
Resistance
Free

No harmful residues
in produce

GIT
Microflora
Friendly

With added advantage of...







(MP)
MUCOPOLYSACCHARIDE

- Captures toxins irreversibly
- Increases transit time of ingesta
- Adsorption & slow release of electrolytes nutrients

**DIAROAK : THE TRUE NATURAL SYMPTOMATIC
ANTIDIARRHOEAL**

UTILIZATION OF CALCIUM & PHOSPHORUS ?

ENSURE PROPER UTILIZATION BY...
AYUCAL D
ENRICHED WITH SYNERGISTIC HERBS
Increase Absorption
Better Utilization

 Tibial Ca & P increased by 16% <small>Dept. Poultry Sci., Guwahati, India</small>	 Body Weight Gain improved by 9% <small>Dept. Poultry Sci., Guwahati, India</small>
 Egg breakage reduced by 43% <small>World Poultry Congress, 2000</small>	 Shell Porosity reduced by 67% <small>World Poultry Congress, 2000</small>
 Shell Thickness improved by 3% <small>World Poultry Congress, 2000</small>	 Shell Strength improvement

AYUCAL D : THE ANSWER FOR CALCIUM & PHOSPHORUS UTILIZATION PROBLEM

AYURVET

FEED UTILIZATION

THE KEY TO SUCCESS

Tone up Liver Function with...
LIVFIT VET
FOR BETTER GROWTH & PRODUCTION

Improvement in Feed Utilization...
PERCENTAGE IMPROVEMENT OVER CONTROL

Parameter	Control	LIVFIT
Protein	~1.0	~1.25
Energy	~1.0	~1.4
Fat	~1.0	~1.32

Improvement in Growth Rate...
LIVFIT vs Control

Age in Days	Control (g)	LIVFIT (g)
0	0	0
10	~10	~12.5
20	~20	~25
30	~30	~37.5
40	~40	~50
50	~50	~62.5
60	~60	~75

- 1.25% Increase in protein utilization
- 1.4% Increase in energy utilization
- 3.2% Increase in fat utilization
- 4.25% Increase in growth rate
- 5% Improvement in feed conversion ratio

Control: Anjan Research Institute, Barpeta, India | I.J. Poultry Sci., 20(1): 1997 - 2000

THE NATURAL ANTIBIOTIC NEW GROWTH PROMOTER

AYURVET

STRESSROAK

BOOSTS UP THE BODY DEFENCE MECHANISM

 Defence against "IBD" • Antibody titre up by 21% • 35% less mortality <small>Dept. Pathology, Nagpur Vets. College, India</small>	 Heat Stress • 19% more wt. gain • Cortisol level down by 71% <small>Biotechnology Department, 1998 - 215-218</small>
 Chicks from Parent Flock • Hatchability up by 5.4 - 7.3% <small>World Poultry, 11 (14), 2000 - 50-51</small>	 Day Old Chicks • Maternal antibody titre up by 59% <small>World Poultry, 11 (14), 2000 - 50-51</small>
 Vaccination Response • 32% high antibody titre • 100% protection against challenge from NCDV <small>Indian J. Poultry Sci., 34(1): 1999 - 38-41</small>	 Body Resistance • Improved phagocytic index <small>Dept. Microbiology, Vets. College, Hyderabad, India</small>

DEPEND ON STRESSROAK TO HIT THE PROFIT KILLER STRESS

AYURVET

POULTRY PRODUCTION

Problems are many...

The Herbal Way: A sure but safe way to maximize the production

Low Level Mycotoxin, Loose Droppings, Inadequate Vaccination, Suboptimal Growth Rate, Stress, Immunity Suppression

SOLUTION IS IN NATURE...

MYCOTOXIN MENACE

THE GLOBAL PROBLEM
The New Comprehensive Approach

Herbs for Mould Inhibition, HSCAS for Chemosorption, Herbs for Inhibition of Mycotoxin Biosynthesis, Herbs for Bionutralization

Four Way Attack on Mycotoxin

THE COMPLETE SOLUTION FOR MYCOTOXIN CONTROL

AYURVET

LOOSE DROPPINGS

For prompt and effective control depend on...

DIAROAK
ADSORBANT, PROTECTIVE & ANTIDIARRHOEAL

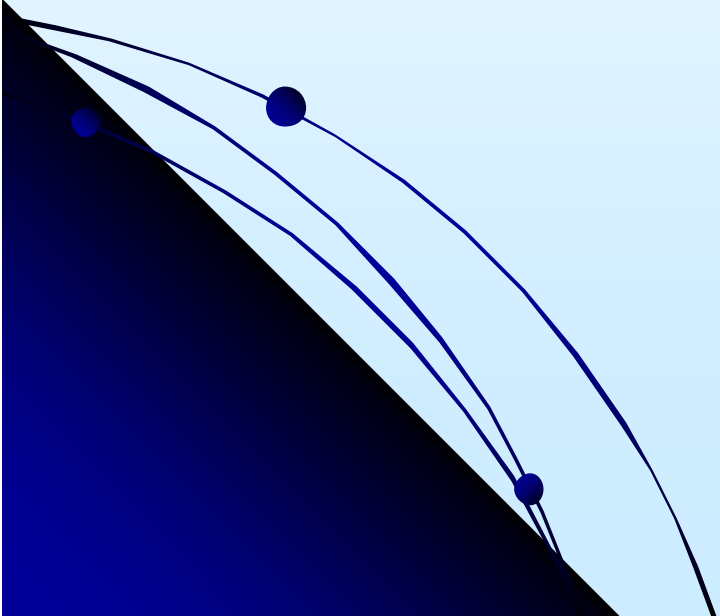
- Effective in multiple Etiology
- Safe & Resistance Free
- Repair Damaged Mucosa
- GI Microflora Friendly
- No harmful residues in produce

With added advantage of...
(MP) MUCOPOLYSACCHARIDE

- Captures toxins irreversibly
- Increases transit time of ingesta
- Absorption & slow release of electrolytes nutrients

DIAROAK : THE TRUE NATURAL SYMPTOMATIC ANTIDIARRHOEAL

AYURVET



The scientific information on these
Herbs are published in book
Titled “Major herbs of Ayurveda”

Published by – Elsevier Health publication
Edited by – Elizabeth M. Williamson
Authored by – Dabur Research foundation
& Dabur Ayurvet Limited

Please visit our website www.ayurved.com for further technical information on use of these botanical adjuvant

.....**THANK YOU**

Our appreciation to the Organizers, World Ayurvedic congress, 2006, Budapest for providing us the presentation opportunity

A presentation from –
Ayurved Limited
India

