



PROTECT™ | Colostrum Supplement

FOR NEWBORN BEEF & DAIRY CALVES

The *only* colostrum supplement formulated with added fat plus carbohydrates for energy

Count on LIFELINE Protect to help nutritionally support newborn calves facing environmental challenges. Protect can be fed before colostrum to beef calves that may not have nursed, or after colostrum to beef and dairy calves that didn't receive enough maternal colostrum. A single feeding provides 50 grams of globulin protein to help bridge a calf's nutritional needs.

Mixes fast, performs great

- **Easy mixing:** Serum-based formula mixes smooth in under a minute
- **Consistent performance:** Quickly see lively, vibrant calves
- **Peace of mind:** Certainty your calves receive the nutrition they need now for better results later

Ready at a moment's notice

Anyone in your operation can quickly learn to use Protect. Simply add one carton of Protect to 1.5 quarts of warm water and stir well with a whisk. Bottle feed the entire mixture in a single feeding as soon as possible following birth.

Measurable value

Every newborn is a high-value calf. You'll see the return on investment the very first time you feed Protect. You'll quickly deliver nutrition your newborns need. You'll see a rapid response in your calves. And most important of all, your animals will *thrive*.



Packaging

Available in 1 lb/454 g carton
 SKU 60095 — single carton
 SKU 61095 — six-pack case



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Frequently Asked Questions

What is LIFELINE Protect?

Protect is a colostrum supplement produced from high-quality, nutrient-rich plasma. Protect is the only colostrum supplement formulated with 20% added fat plus carbohydrates for extra energy. Protect provides 50 grams of globulin protein in a single feeding and is designed to reduce variation in maternal colostrum.

What exactly is a colostrum supplement?

A colostrum supplement is a powdered product that helps nutritionally support a newborn calf and offers a minimum of 50 grams of globulin protein, and ideally fat and carbohydrates as well. A colostrum supplement is mixed with water and fed to a calf *in addition to* maternal colostrum. Colostrum supplements are designed to bridge a calf's nutritional needs in a cost-effective manner.

How is Protect different from other colostrum supplements?

Most colostrum supplements are made from dried bovine colostrum powder. Protect is made from *nutrient-rich plasma*, the most highly researched source of globulin protein in a colostrum supplement. A single, 2-quart feeding of Protect provides 50 grams of globulin protein, plus energy calves need at birth.

Does Protect have only globulin protein to offer the calf?

In addition to globulin protein, Protect contains additional functional proteins from plasma, plus a researched blend of carbohydrates and fat that help support the nutritional needs of newborn calves.

When should Protect be fed?

Protect can be fed before colostrum to beef calves that may not have nursed, or after colostrum to beef and dairy calves that didn't receive enough maternal colostrum. Ideally, Protect should be fed within 24 hours of birth.

Can I feed Protect if the calf is over 24 hours old?

There is no harm in feeding Protect after 24 hours of age, but the greatest benefits of Protect are seen when it is fed in the first few hours following birth.

Can Protect be fed to calves along with maternal colostrum?

Protect is designed to *supplement* maternal colostrum. LIFELINE Nourish and LIFELINE Rescue are colostrum replacers that can be fed in place of maternal colostrum.

Should Protect be added to colostrum, milk or milk replacer?

Protect should be mixed into warm water *only* and fed to the calf in addition to colostrum.

How well does Protect mix in water?

Protect mixes extremely well with water in under a minute. It should be added to warm (105°F) water with continuous agitation by wire whisk or mechanical mixer. Feed Protect to calves once it has reached a smooth consistency and all lumps are gone. Do not mix Protect in water hotter than 140°F, as high temperatures may damage the functional proteins.

What is the shelf life of Protect?

Protect has a 36-month shelf life when stored unopened in a cool, dry place at a temperature of 50°–86°F. Once the powder is exposed to air, it has a very short shelf life and should be used within a few days. Once Protect is mixed with water, it should be immediately used and never stored.

Why should I buy Protect over other colostrum supplement products?

Protect is the only colostrum supplement on the market formulated to provide the specific nutrition calves need to support maternal colostrum. Plus, APC calf nutrition products have been thoroughly researched and *proven* effective. Our colostrum supplements and colostrum replacers have been extensively tested in research trials at independent universities and large calf raising operations across the country. Discriminating producers tell us they use our products over and over because they *quickly* see lively, vibrant calves.