



Blue Pacific
MINERALS

CLEVER *by* NATURE



Optimate™

LOOSELICKS

PROPHOS



MINERAL + RUMEN TECHNOLOGY FOR FODDER BEET SYSTEMS



RUMEN
EFFICIENCY



PRODUCTION
PERFORMANCE



FOR WINTERING
LIVESTOCK

WITH ADDED
PHOSPHORUS - SUPPORTS
COWS ON FODDER BEET

Optimate™ LooseLicks ProPHOS is an advanced free-choice mineral and probiotic loose lick designed specifically for stock grazing fodder beet and other high-risk forage systems.

OPTIMAL HEALTH WITH EVERY LICK

FEATURES:

- Helps support microbial activity and fibre digestion in challenging feed systems such as fodder beet
- Supports appetite, body condition, with healthy colostrum production, and animal resilience during periods of dietary stress or transition
- Targeted phosphorus supplementation
- Convenient free-choice delivery
- Weather-resistant loose lick formulation designed for easy paddock supplementation with self-regulated intake.



The **Optimate™ Looselicks ProPHOS** formulation combines targeted phosphorus supplementation with essential macro minerals, trace elements, vitamins, and Bovacillus bacteria to support rumen function, digestive efficiency, and animal performance.

Its weather-resistant coating and free-access format make supplementation simple and effective in paddock feeding environments.

ABOUT BOVACILLUS™ BACTERIA

This is a two-strain probiotic consisting of *Bacillus subtilis* and *Bacillus paralicheniformis* registered strains. While many traditional probiotics struggle to survive the harsh heat of feed manufacturing or the acidic environment of an animal's rumen, Bovacillus is unique because it is spore-forming, and thermo resistant. This means the bacteria remain dormant and protected until they reach the animal's digestive tract, where they wake up and go to work. For dairy cows, adding this probiotic to their feed delivers substantial benefits across production, digestion, and overall herd health.

Bovacillus improves feed utilisation, allowing cows to convert dry matter into milk more effectively.

HELPS WITH:

- Rumen function and digestive efficiency
- Improved utilisation of fodder beet diets
- Phosphorus and mineral balance
- Consistent intake and animal performance

INCREASED YIELD:

Research trials show that daily supplementation can increase milk production by up to 1 kilogram FCM per cow per day.*

BETTER COMPONENT PRICING:

It has been shown to improve Energy-Corrected Milk (ECM) and boost fat and protein yields, directly impacting milk payout quality.

*Novonosis field trial: <https://www.novonosis.com/en/biosolutions/animal-and-plant/animal/dairy-cattle/dairy-cows/bovacillus>

INGREDIENTS PER 75g:

Optimate™ ACVM Registration Number A011800

Bovacillus Bacteria

Elemental Minerals

Calcium 9g
Cobalt 13mg
Copper (*organic*) 50mg
Iodine 20mg
Magnesium 4g
Phosphorous 6g
Selenium 8mg
Sodium 4g
Zinc 500mg

Vitamins

Vitamin A 10,000IU
Vitamin D 20,000IU
Vitamin E 50mg

DIRECTIONS FOR USE

- **Optimate™ Looselicks ProPHOS** offer free access in troughs in the crop paddock
- Feed 75g per cow, per day
- Self-regulated intake allows stock to consume the daily requirement
- Ensure continuous access to fresh water.

Storage: Store in a cool, dry place.

HEALTH AND SAFETY

Material safety data sheets are available on request.

PACKAGING

20kg bag



Blue Pacific MINERALS

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