



## Phibro Animal Health Introduces Provia™ Prime

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*Direct-Fed Microbial Solution to Help Promote Health, Immunity and Weight Gain in Poultry*

TEANECK, N.J.--(BUSINESS WIRE)--Feb. 11, 2019-- During the 2019 IPPE show, Phibro Animal Health will introduce its new **Provia™ Prime** direct fed microbial product that helps optimize the gut microbiome for improved health, immunity and productivity in poultry.

"A healthy microbiome can result in increased body weight and improved feed conversion," explains Paulo Rezende-Napier, Phibro Product Director. "And having a healthy microbiome may also lead to lower mortality rates and reduced lesions from pathogens such as *Clostridium perfringens*, *E. coli* and *Salmonella* in commercial poultry production."

**Provia™ Prime** is in a class of *Bacillus*-based Direct Fed Microbials (DFMs) that have been shown to promote beneficial gut bacteria, which can help improve immunity, foster gut health and act as natural growth promoters. It includes a patent-pending proprietary combination of four powerful probiotic strains of *Bacillus subtilis*, *Bacillus licheniformis*, *Bacillus coagulans* and *Bacillus amyloliquefaciens*. Together these four strains create a synergistic effect that encourage a higher population in the gut of "good bacteria," which can help support broiler health and increase yield.

The microbial strains in **Provia™ Prime** offer superb heat stability, a long shelf life, have no refrigeration requirements and have high viability in the gut with a high survivability rate against gastric acid and bile salts.

"As consumer, regulatory and financial pressures on both poultry integrators and growers make business success more challenging than ever, **Provia™ Prime** holds great promise for poultry producers," Rezende-Napier says. "Healthier birds, which are better able to withstand the stress of pathogens, can help reduce costs of production, increase potential return on investment and help ensure plentiful and affordable protein for consumers."

**Provia™ Prime** supported by Phibro's team of experts and backed by the Phibro Dynamic Quality Assurance® program.

To learn more about **Provia™ Prime** talk with a Phibro expert at 800.677.4623 or visit [www.pahc.com](http://www.pahc.com).

### About Phibro Animal Health Corporation

Phibro Animal Health Corporation is a diversified global developer, manufacturer and supplier of a broad range of animal health and mineral nutrition products for livestock, helping veterinarians and farmers produce healthy, affordable food while using fewer natural resources. For further information, please visit [www.pahc.com](http://www.pahc.com).

Interviews and photographs available upon request.

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