

 **ProkelSe**
SELENIUM AMINO ACID COMPLEX



Contact:
Juan Ruiz
Distribution Director
juan.ruiz@alura.bio



Exclusively Distributed by:
KPP Powers Commodities Inc.
Your powerful gateway to profitability..

tel: +632 8371-3936
+632 3411-2620

email: salesinquiries@kppowers.com
web: www.kppowers.com

address: 121 Dangay Street, Veterans Village,
Project 7, Quezon City, Philippines



Alura Global

Argentina / Bolivia / Costa Rica / Colombia / Chile / Dominican Republic / Ecuador / El Salvador / Guatemala / Honduras / India / Malaysia / Mexico / Perú / Panama / Philippines / Russia / South Africa / Thailand / Taiwan / United States / Uruguay / United Arab Emirates / Vietnam / Venezuela.

www.alura.bio

Alura

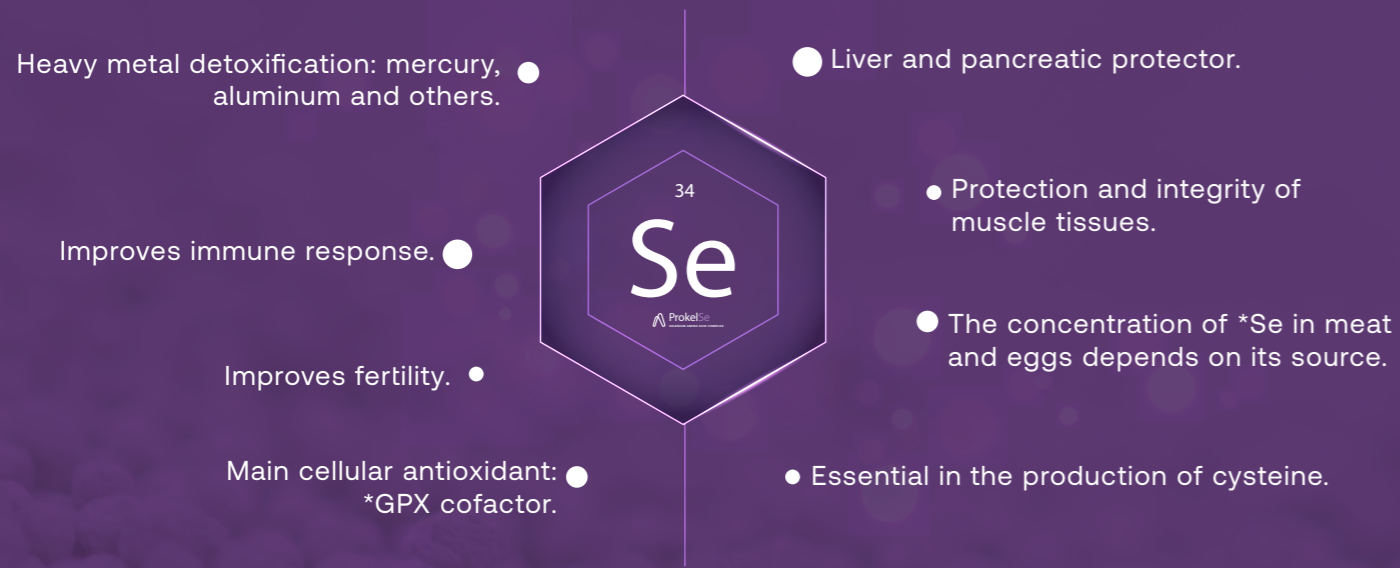
ORGANIC MINERALS:
***AAFCO**

What are organic minerals?

Organic minerals are metal ions chemically bound to an organic molecule, forming structures with unique characteristics of stability and high mineral availability, being better absorbed, which leads to a better performance and carcass quality.

* AAFCO= "Association of American Feed Control Officials"

Organic vs inorganic



*GPX: Glutathione peroxidase
*Se: Selenium

Factors to consider when choosing a source of Se organic (González j.a, 1998.)

● Higher ◐ Average ○ Below average

	Prokel Se	Proteinates	Yeast
Bioavailability	●	◐	◐
Stability	●	●	●
Consistency	●	○	○
Benefits / Price (ROI)	●	◐	◐

Why organic Se has greater bioavailability?

- Greater stability within the gastrointestinal tract.
- More soluble in the absorption zone.
- Greater absorption through the epithelial membrane.
- Improve the metabolic equivalent.

1. Product goals

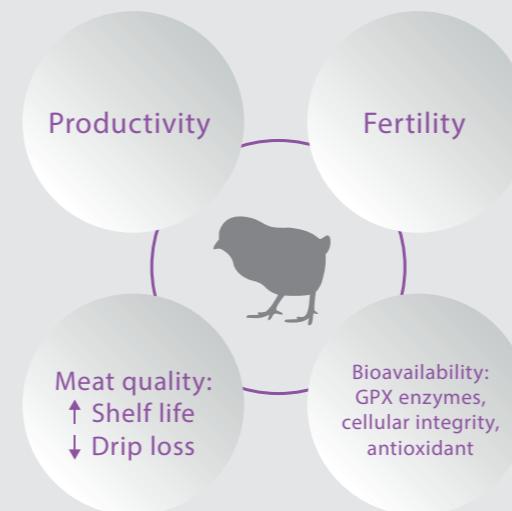
- Positively impact animal nutrition.
- Consider the best genetics and the impact of minerals on it.
- Final product (quality).
- Immunity.
- Reproduction.

2. Classification

- Organic.
- Specific amino acid complex: mineral.
- 1% concentration.

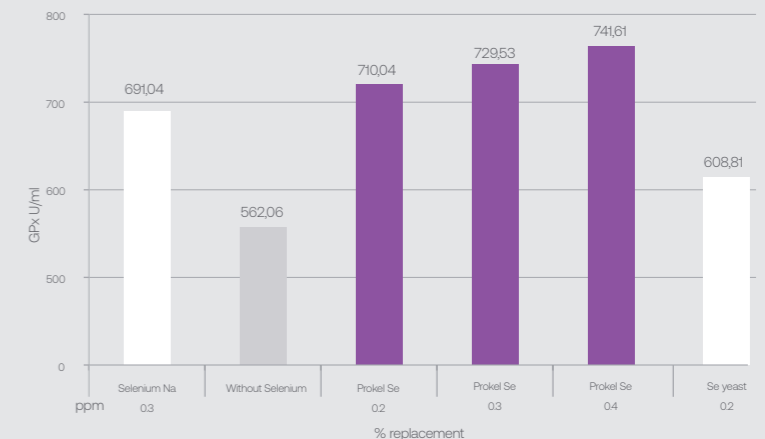
3. Benefits of using Prokel Se

- Bioavailability.
- Increased productivity and immune response.
- Greater cost:benefit ratio.
- Chelation force.
- Inexpensive replacement.
- Environmental impact of replacement.
- Carcass quality.
- Se in muscle and egg.
- Improves FCR in broiler.



Glutathione peroxidase enzyme as a biomarker of Se in broilers at 38 days.

Number of animals/pen: 30 - Genetic line: Ross AP males - Number of treatments: 7 - Repetitions: 6



Iluma experimental farm, Alura - Iluma Alliance. 2018

