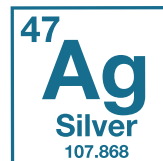




New Proprietary Ingredient Enhances the Role of Silver in Equine Respiratory Care



Silver is a natural element (#47 on the periodic table of the elements) found in the soil as a trace mineral. It has been used in health care for thousands of years as a **disinfectant** and is reported to be effective against over 650 microorganisms. Silver is also known for its **antimicrobial** qualities. Laboratory research has shown that preparations containing silver exhibit **antibacterial** activity as well. In addition, in vitro research shows that silver exhibits **antiviral** activity against smallpox virus.

Silver was used as an **antibiotic**, but the medical community stopped using it when antibiotics were discovered. *However, one advantage of silver over antibiotics is that microorganisms cannot develop a resistance to silver.*

In horses, silver has been used successfully with respiratory conditions such as Chronic Obstructive Pulmonary Disease (COPD), Pharyngitis, and Exercise-Induced Pulmonary Hemorrhage (EIPH, a.k.a. bleeding).

MICRO-PURE™ – Advanced Technology Silver Atoms

The quality and effectiveness of silver products can vary significantly. You may have heard of individuals making colloidal silver in their home, using a small hand constructed system and silver wire or silver bullion bars. While this type of silver is readily available on the market, the problem with colloidal silver is that it consists of silver molecules, which are large and not readily assimilated. Colloidal silver has to be broken down through the digestion process in order to enter the cell and even then is only about 5 to 7% absorbed. Due to the large molecules in colloidal silver, there have been cases in which people ingesting too much have seen their skin turn blue. This is because the large colloidal molecules can get trapped in the skin.

In contrast to the inefficiency of colloidal silver molecules, another form of silver, silver atoms, represents optimal quality

and efficiency. This is because atoms are significantly smaller than molecules and are thus absorbed better.

To understand the size difference, a silver atom would be like a spec of dust on a basketball; colloidal silver being the basketball and the silver atom being the spec of dust.



MICRO-PURE is a proprietary brand consisting only of pure silver atoms made through an advanced proprietary method. **MICRO-PURE** silver is micro-sized, so it can be absorbed into the cell without digestion. When the product is syringed into the mouth of the horse, it immediately begins to be absorbed into the cell.

MICRO-PURE™ Silver	Colloidal Silver
Pure silver atoms	Silver molecules
Micro-sized	Large-sized
99.9% Absorbed	Only 5-7% absorbed
Enters cell without digestion	Requires digestion



Field Tested with Veterinarians

"We started our 16 year old mare on ELIXIR 47 this summer. She had seasonal allergies living here in Florida and would cough and cough all the time. Dr. Fred Benker suggested that I try giving her the product. What a difference it made, and she loves the taste, now she is happily enjoying the Florida sunshine cough free."

Pam Farmer
Pharmacy Assistant
Equine Medical Center of Ocala
Ocala, Florida

ELIXIR 47™ – Equine Respiratory Support contains MICRO-PURE™ Silver Atoms

- Proprietary micro-sized silver atoms for better absorption
- Specially formulated with herbs and potassium iodide
- A more complete respiratory solution
- Shown to support relief from cough, COPD, Pharyngitis and allergies

How Supplied

Code	Size	# Days Supply
40349	32 oz. (946 ml)	25 to 32

The 32 oz bottle comes with a 35 ml graduated syringe and the bottle contains an Easy-Fill Syringe Adaptor so the syringe can be easily filled with the desired amount.

Directions: Shake well before use.
Feed 2 oz. (60ml) daily by mouth for the first seven (7) days.
Maintenance: Feed 1 oz. (30ml) daily by mouth.

Expect Results: Within 7 days.



SPECTRA Professional

Sold only through licensed veterinarians



MICRO-PURE™ SILVER ATOMS



ELIXIR 47™ with Micro Pure™ Silver Atoms is available through your veterinarian or at www.VetAffiliate.com

Please call Spectra at 1-800-527-0375 for more information.



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