

The Golden Rules of Nonhuman Primate Hydration

PRIMA-JEL®
"QUALITY NONHUMAN PRIMATE HYDRATION"



Thou shall use:

- 1. A product that provides the highest percentage of available moisture.**
- 2. A product that contains very minimal levels of salt** very much associated and/or can cause problems with older NHP's and all animals in general.
- 3. A product containing the lowest levels of dietary fiber** and preventing excessive bowel movements.
- 4. A product that is consistently sterile and resists microbiological contamination in use** even when microbes are introduced directly onto the product. Even chlorinated water builds bacteria after 24 hours.
- 5. A product that is the lowest in carbohydrates** and won't interfere in the NHP's diet or nutrient absorption.
- 6. A product that is sugar free and has no artificial sweeteners that at the same time has a high acceptability and has been proven to be readily consumed in a given timeframe.** Sugar contributes to unwanted excitability that readily converts to triglycerides, empty calories and promotes poor oral hygiene or artificial sweeteners that interfere with diet and may interfere with particular studies.
- 7. A product for NHP's that has been proven to hydrate effectively and efficiently over an extended period of time** even when the product is consumed readily. The product absorption rate accounts for this.
- 8. A product with a user friendly just right size package** with scientifically calculated doses that effectively and consistently hydrate continually while reducing heat stress.
- 9. A quality product** that is coded, has distinct expiration dates, has several levels of quality assurance and is produced in an FDA approved facility.
- 10. A product that all ingredients are Gras Listed** for Human Consumption.
- 11. USE PRIMA-JEL®**

There are more rules about how to properly hydrate your nonhuman primates! Want to learn more? Visit our website at www.primateproducts.com or call toll free at 866.881.5444 to speak to a Primate

Products sales professional.