



Primate Products, Inc.

INTRODUCING
PRIMA-JEL®
"QUALITY NONHUMAN PRIMATE HYDRATION"



21ST CENTURY ANIMAL HYDRATOR

At last, a new and positive method to provide nonhuman primates with necessary transit hydration. Convenient 86 gram gel paks provide a reliable 1:1 water replacement and hydrate better than water. Thoroughly tested in our *AAALAC-accredited* program for animal acceptance and hydration effectiveness. Prima-Jel® is consistently sterile and resists microbiological contamination while in use. Shelf stability and prolonged shelf life allow for lower cost volume purchasing.

Prima-Jel® is Recommended for:

- Primate transportation, disaster planning and emergency water supply as well as primate enrichment.

Prima-Jel®

Quality Nonhuman Primate Hydration:

- Prima-Jel® prevents primate dehydration.
- Prima-Jel® reduces heat stress.
- Prima-Jel® is greater than 93% moisture by weight and is 98% available to the animal.
- Prima-Jel® will not leak or get the primates wet.
- Palatability – Prima-Jel® has a remarkable greater than 99% acceptance rate.
- Prima-Jel® contains no sugars that will contribute to unnecessary excitability, convert readily to triglycerides and empty calories and promote poor oral hygiene.
- Prima-Jel® does not contain any artificial sweeteners.
- Prima-Jel® is consistently sterile.
- Prima-Jel® is shelf stable.
- Prima-Jel® is resistant to microbiological contamination while in use.

Prima-Jel® is Dependable:

- In controlled physiological studies Prima-Jel® passed a regimen of 6 physiological tests and was shown to hydrate as well as water.

Prima-Jel® Packaging & Storage:

- 150 individual 86 gram paks per case.
- 30 lb. cases provides for easy handling.
- Store at room temperature.

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What is Prima-Jel®?:

Prima-Jel® is an advantageous alternative to water during shipping and transport and is also an enrichment item. Prima-Jel® is protein based with moisture content of greater than 93% by weight and 98% of the 93% moisture is available to the nonhuman primate. Prima-Jel® is packaged in an inert poly pouch, which is innocuous and not detrimental to the nonhuman primate if ingested.

Is Prima-Jel® effective?:

Yes! Research has shown Prima-Jel® is a viable alternative to water for shipping and transport and for emergencies when palatable water is not available. In order to assay the hydrating qualities of Prima-Jel®, it was tested on macaques simulating the shipping/transportation scenario. Hydration was measured through six (6) processes: packed cell volume (hematocrit), total protein, body weight, feed consumption, skin turgor, and mucous membrane. Hydration levels were established for all participating animals before testing of the product began. Their results all fell with-in the 'normal' range as established in the APV Guide for Nonhuman Primates.

Is Prima-Jel® palatable?:

Yes! 91% of the nonhuman primates tested approached and consumed more than half of the pak within 60 minutes of its presentation. 8% consumed the Prima-Jel® pak within 180 minutes from presentation. The Prima-Jel® paks have an enticing banana flavor that the nonhuman primates enjoy. 98% of the nonhuman primates tested approached and touched the pak within 60 seconds of the pak being presented. The remaining nonhuman primates approached the pak within 5 minutes of presentation.

Use:

We recommend one (1) 86 gram pak per two (2) kg of primate body weight every 12 hours. Nonhuman primates require 60 ml/kg/day water to maintain hydration (USDA guidelines for water requirement of NHP's). The USDA requires and IATA recommends that nonhuman primates receive water every 12 hours during shipping and transportation.

Call today to order or receive price information. Toll Free 866.881.5444

www.primatproducts.com