

Proven Performance

That Elevates Intestinal Integrity & Immune Response



 **Magni-Phi[®]**
Ultra



Amplify Performance and Efficiency in Poultry Operations

Magni-Phi® Ultra features an 8% saponin profile, which has been shown to significantly improve gut health, creating opportunities for operations to realize improved yield, better outcomes, lower mortality and higher profits. This is twice the concentration of saponins found in the original Magni-Phi formulation.



Reducing Risks and Increasing Carcass Yield in Antibiotic-Free Production

1

Pathogen Modulation

Magni-Phi Ultra helps support the specific immune response for pathogens in low-challenge and high-challenge conditions, as demonstrated in controlled studies. This can support a healthier flock and reduce risk in your operation.

2

Improved Performance

Better intestinal health may lead to improved nutrient absorption, which (along with improved digestion) may lead to better weight gain and feed conversion, ultimately improving carcass yield.¹

3

Improved Outcomes

Feeding Magni-Phi Ultra in combination with ionophores or synthetic anticoccidials, essential oils, probiotics or yeasts improved gut health and performance outcomes across multiple trials, as demonstrated in field-tested and data-driven research.²

4

100% Natural and Safe

Magni-Phi Ultra features an OMRI Listed® combination of yucca and quillaja and is safe for use in any production system, including birds vaccinated for salmonella and coccidiosis.

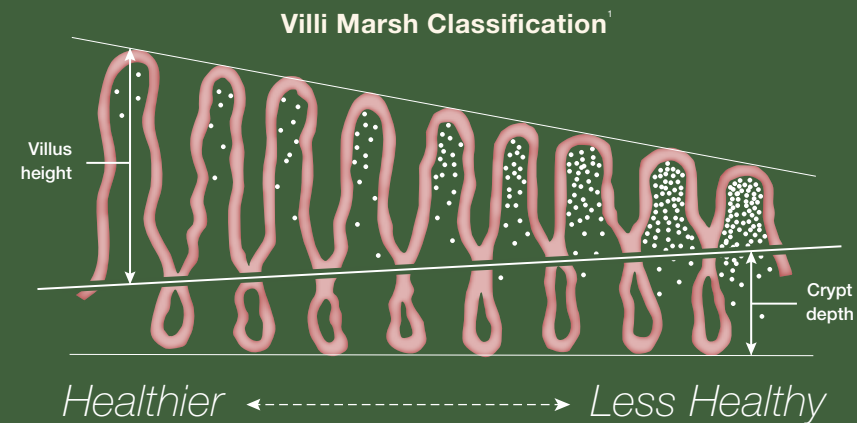


¹ K.W. Bafundo, K. Manner, I. Duerr. British Poultry Science. 2021. DOI: 10.1080/00071668.2021.1891523

² Phibro Animal Health Corporation, 2022. Data on file.

The Magni-Phi Ultra Advantage: Improving Intestinal Health Can Improve Performance

Healthy intestines can be identified by the length of villi and the crypt depth. Longer villi and shallower crypt depth have been shown to improve the uptake of nutrients that pass through the gastrointestinal tract.



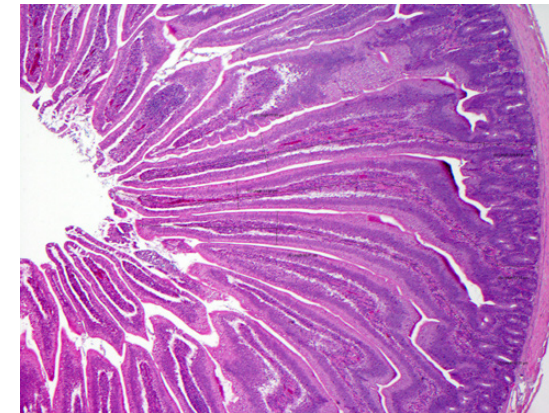
¹ Adapted from Hoerr, Frederic J. 2013. Assessing Gut Health with Histopathology. Multi-State Poultry Feeding and Nutrition Conference Indianapolis, Indiana May 22, 2013.



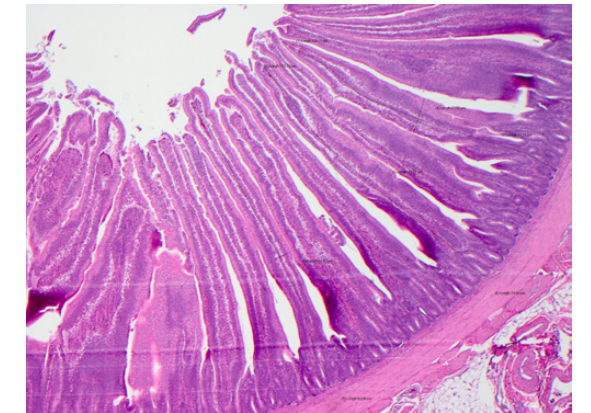
Feeding Magni-Phi Ultra Helps Improve Villi Length and Crypt Depth

Better intestinal health may lead to improved nutrient absorption, which (along with improved digestion) may lead to better weight gain and feed conversion, ultimately improving carcass yield.¹ That can translate into improved ROI for your operation.

Morphologic Imaging of Poultry Intestines Shows the Effectiveness of Magni-Phi Ultra



Sample from broiler fed Magni-Phi Ultra showing healthier villi.²



Sample from broiler in control group showing less healthy villi.²

¹ K.W. Bafundo, K. Manner, I. Duerr. British Poultry Science. 2021. DOI: 10.1080/00071668.2021.1891523

² Gomez, Luis, et al, Intestinal Morphometrics—Is it the right tool to objectively measure intestinal health? Poster presented in the AVMA/AAAP 2021 annual virtual meeting.

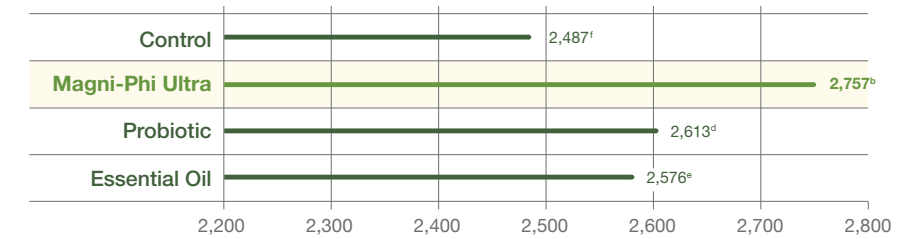
Magni-Phi Ultra Outperforms Probiotic and Essential Oil Alternatives

Research has proven the significant performance of Magni-Phi Ultra over two common alternatives: a probiotic and an essential oil.

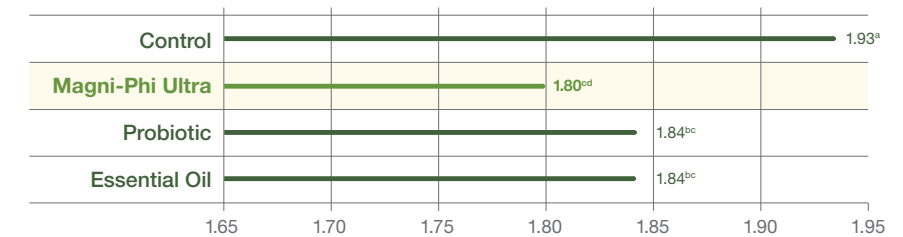
This study was conducted in a high-challenge environment.



Magni-Phi Ultra Achieved the Highest Body Weight Gain (g) (Day 42)



Magni-Phi Ultra Achieved the Best Feed Conversion Ratio (g:g) (Day 42)



This study was conducted in a high-challenge environment.

Phibro Animal Health Corporation, 2021. Data on file. Means with different superscripts differ significantly at $P < 0.05$.

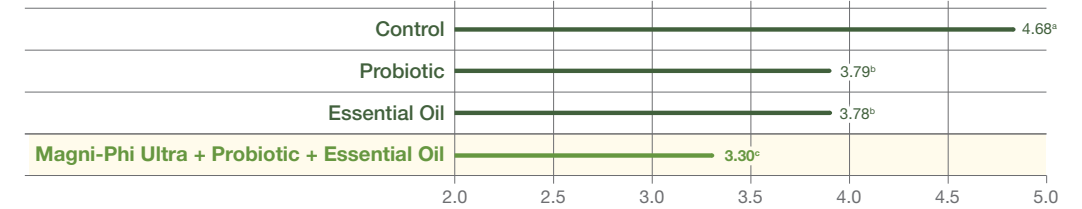


Magni-Phi Ultra Provides Exceptional Immune Support for Pathogen Modulation and Improves the Performance of Other Ingredients

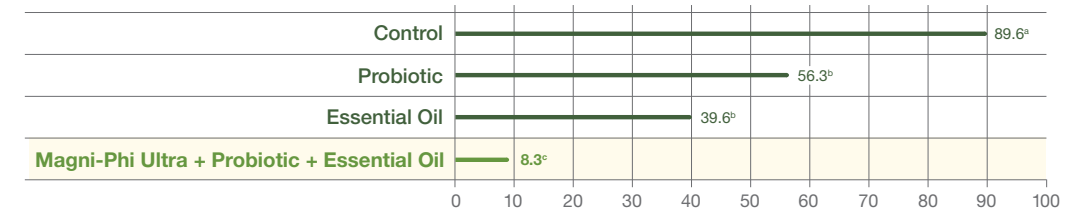
Studies prove that Magni-Phi Ultra helps the specific immune response for pathogens in high-challenge conditions, which can support a healthier flock and help reduce risk for the operation.



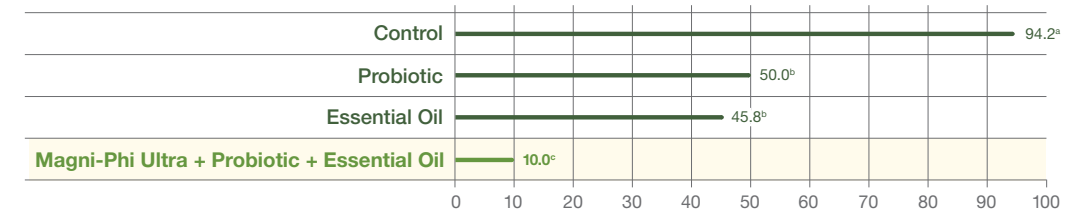
Lower *Clostridium perfringens* Counts* (CFU per g feces) (Day 21)



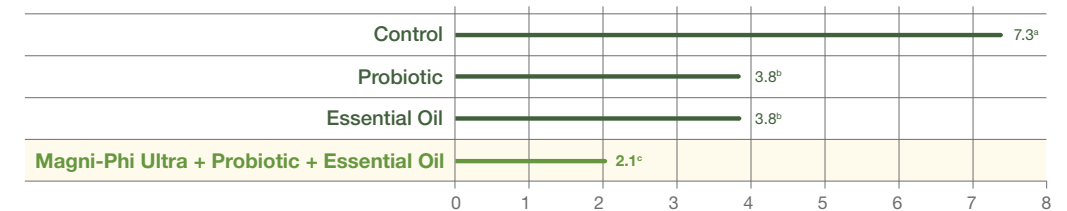
Lower Incidence of *Campylobacter (%) (Day 21)**



Lower Incidence of *Salmonella (%) (Day 42)**



Lower Incidence of Mortality (%) (Day 42)



*Phibro Animal Health Corporation, 2021. Data on file. Means with different superscripts differ significantly at $P < 0.05$.

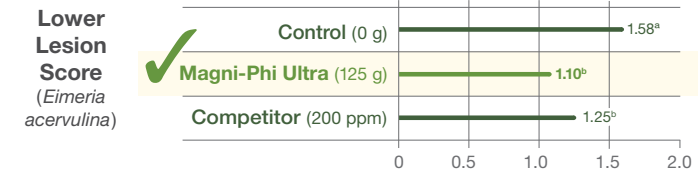


Magni-Phi Ultra Outperforms the Competition in Challenging Conditions

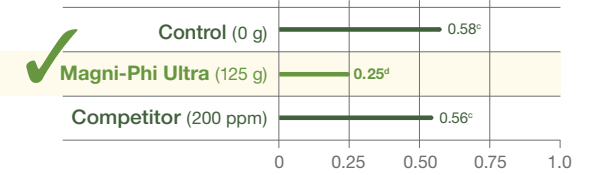
A 2022 study confirms the ability of Magni-Phi Ultra to outperform a key competitor when fed in both high-challenge and low-challenge conditions.



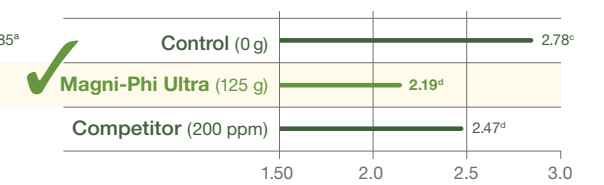
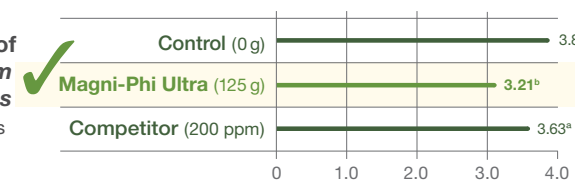
Moderate Disease Challenge (Day 21)



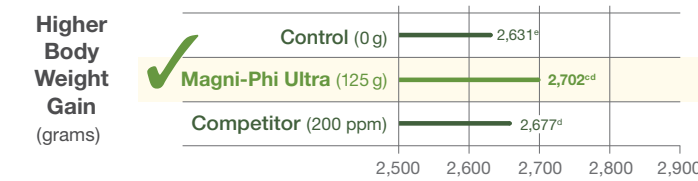
No Disease Challenge (Day 21)



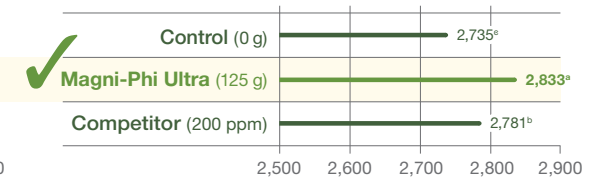
Lower Incidence of Clostridium perfringens (CFU/g feces - log 10)



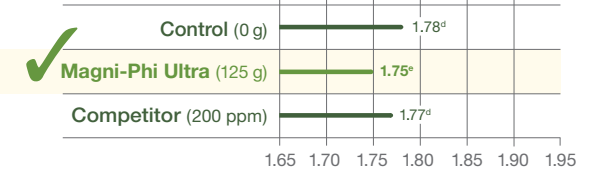
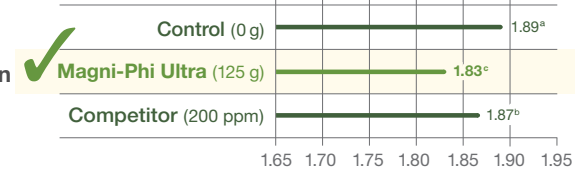
Moderate Disease Challenge (Day 42)



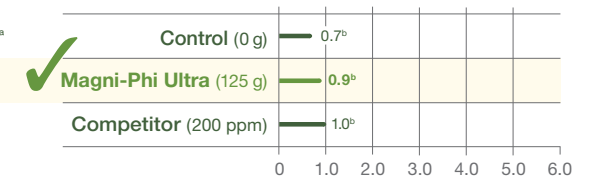
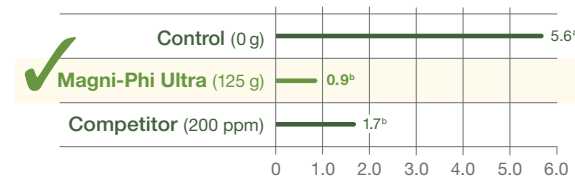
No Disease Challenge (Day 42)



Lower Feed Conversion Rate (g:g)



Lower Total Mortality (%)



Phibro Animal Health Corporation, 2022. Data on file. Means with different superscripts differ significantly at $P < 0.05$.

Increasing the Feeding Rate Increases the Benefits

		Body Weight Gain (g)	Feed Conversion (g:g)	Total Mortality (%)
Magni-Phi Ultra Feeding Rate	0 (control)	2,264 ^e	1.902 ^a	7.13 ^a
	250 ppm / 0.25 lb / 113.5 g/ton*	2,435 ^{cd}	1.804 ^{bc}	2.33 ^{bc}
	500 ppm / 0.50 lb / 227.0 g/ton*	2,504 ^{abcd}	1.708 ^{bcd}	1.44 ^{bc}
	750 ppm / 0.75 lb / 340.5 g/ton*	2,577^{ab}	1.760^{cd}	0.84^c

Data are the results of two pooled floor pen trials. Enteric challenge was produced by commercial broiler litter taken from Delmarva farms that experienced coccidiosis and necrotic enteritis. Equal amounts of commercial litter were placed in each pen. Means within each column were separated with Fisher's LSD; means in columns with different superscripts differ significantly at $P < 0.05$.

*Short ton (2,000 lb).



Contact your Phibro Poultry Advisor or visit pahc.com/magniphi/home.