

**98% OF  
CLOSE-UP  
DIETS ARE  
MISSING THE  
MARK ON  
OMEGA-6s**

**EVERY COW  
DESERVES**



**PREQUEL**

WITH OMEGA-6s

# WHAT ARE OMEGA-6s?

- **Essential Nutrients** for improved immune response, transition health and early conception rate.
- **Powerful Immune regulators** that allow the cow's own immune system to act quicker in responding to transition challenges.

**EVERY COW DESERVES PREQUEL**  
WITH OMEGA-6s

# THE IMMUNE BALANCING ACT



Omega-6  
INFLAMMATORY

Omega-3  
ANTI-INFLAMMATORY

**It's about balance.** More omega-6s in the close-up allows for a healthier immune response.

**EVERY COW DESERVES PREQUEL**  
WITH OMEGA-6s

# SOURCES OF OMEGA-6 FATTY ACIDS

## Omega-6

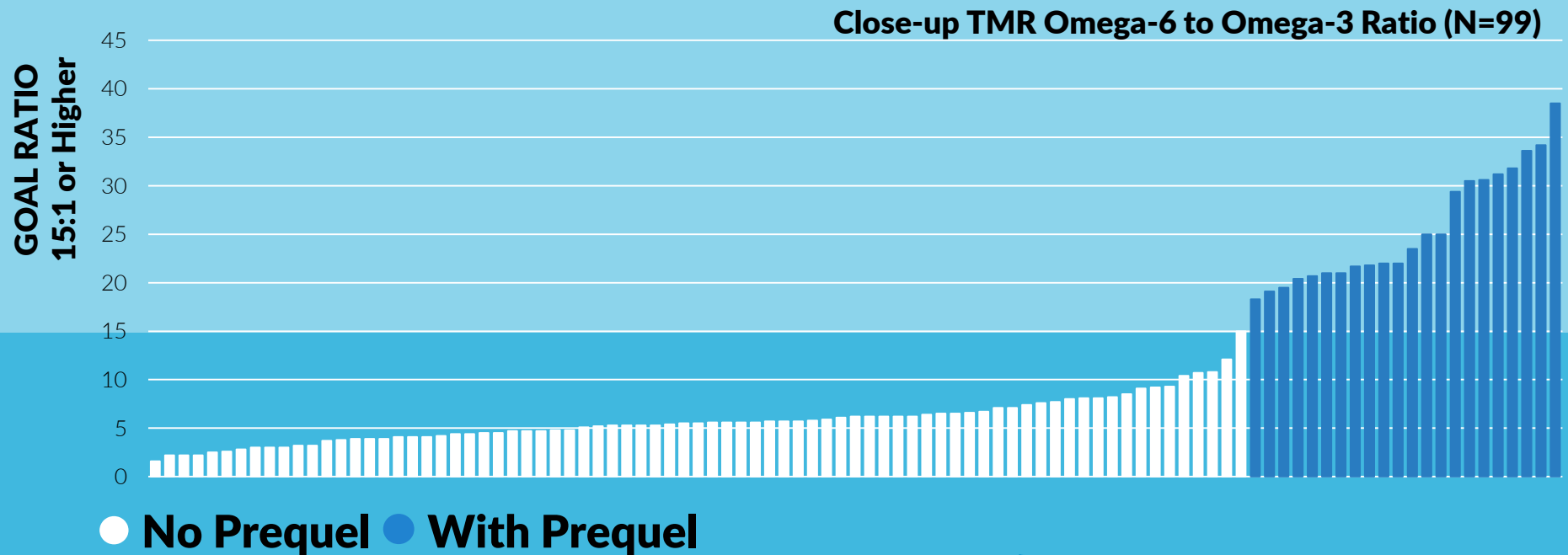
- Corn Silage
- Corn Grain
- Distiller's grains
- Soybean Meal
- Whole Cottonseed
- Whole Soybeans

## Omega-3

- Fresh Grass
- Alfalfa Hay
- Flax Seed
- Fish Meal (Oil)
- Fish Oil
- Algae

**EVERY COW DESERVES PREQUEL**  
WITH OMEGA-6s

# 98% OF CLOSE-UP DIETS ARE LOW IN OMEGA-6s (without Prequel)



Adapted from the Virtus Nutrition Fatty Acid Profile Project, 2013

**EVERY COW DESERVES PREQUEL**  
WITH OMEGA-6s

# QUICK ECONOMICS

- 1000-cow dairy
- 50 cows in the close-up period
- Prequel Cost/Month: **\$550/month**
- Prequel Benefits:
  - Reduced cost of ketosis (\$145/clinical, \$85/subclinical case)
  - Reduced cost of metritis (\$354/case)
  - Improved first service conception rate (+5 points)
  - Smooth starts to lactation



**EVERY COW DESERVES PREQUEL**  
WITH OMEGA-6s

# PREQUEL CUSTOMERS SAY...

“If I save just one cow per month, Prequel more than pays for itself.”

**3,000 Cow Dairy, Northern California**

“I’ve seen our fresh cow milks improve since feeding Prequel, along with first service conception. When transition is going well, everything else falls into place.”

**2,500 Cow Dairy, Central California**

“Prequel is the one thing I would not cut during low milk prices, as the cost is small and the returns are consistent.”

**Western US Nutrition Consultant**

**EVERY COW DESERVES PREQUEL**  
WITH OMEGA-6s

**FOR MORE  
ON PREQUEL  
VISIT**

**VIRTUS**[NUTRITION.COM](http://VIRTUSNUTRITION.COM)

**EVERY COW  
DESERVES**

**PREQUEL**

WITH OMEGA-6s

