

Do you know?

Diarrhea is responsible for up to 3 billion USD economic loss per year



It causes mortality in birds up to 3 weeks of age of broilers whereas Morbidity rate is 10-80%

Aurida™

Potent Antidiarrheal and Intestinal
Function Modulator

AURIDA™ is a blend of different natural and potent anti-diarrheal and intestinal function modulators enriched with natural phyto-extracts, vitamins, prebiotic, probiotics and essential oils for quick and effective management of diarrhea of non-specific origin as well as a supportive therapy for diarrhea of specific origin.

MODE OF ACTION:

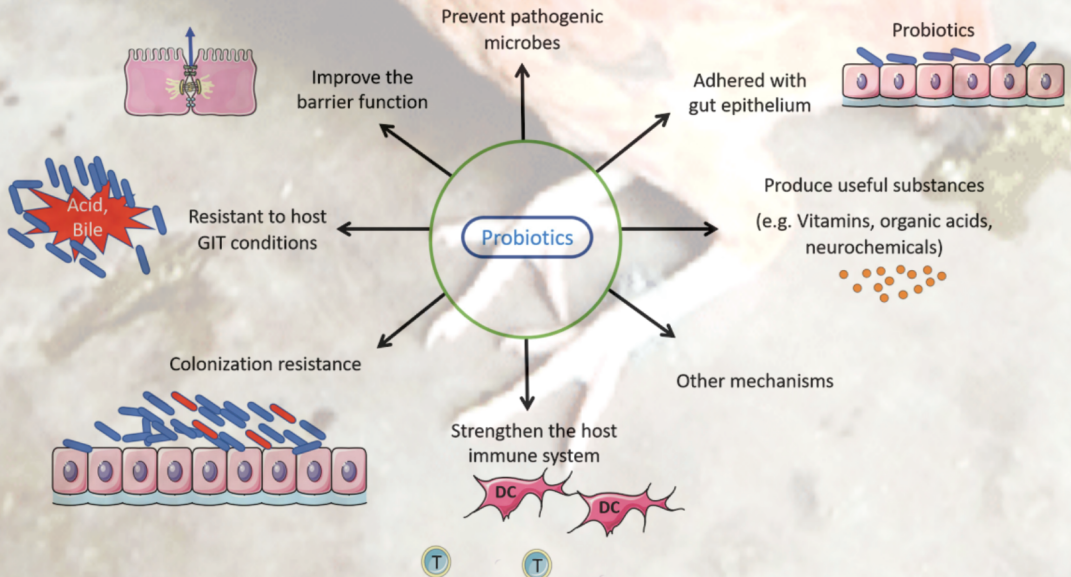
- 1. *Acacia catechu*:** *Acacia catechu* extract shows beneficial activities towards diarrhea via spasmolytic and anti-spastic activities through interaction with calcium channels and muscarinic receptors.
- 2. *Cinnamomum zeylanicum*:** *Cinnamomum zeylanicum* significantly reduces the intestinal transit, as observed by decrease in the intestinal motility. The extract also increases the reabsorption of water by decreasing the intestinal motility while the intestinal transit is decreased.
- 3. *Cissampelos pareira*:** *Cissampelos pareira* exhibits greater inhibitory effects on sodium ion (Na⁺) concentration in small intestine as compared to potassium ion (K⁺) concentration and also shows reduction in gastrointestinal transit. The extract exhibits effects on metabolic enzymes means it increases catalase activity while decreases the levels of lipid peroxidase and superoxide dismutase.
- 4. *Euphorbia hirta*:** *Euphorbia hirta* reduces the gastrointestinal motility. The quercetin present in the extract acts by increasing the colonic fluid absorption showing anti-diarrheal activity in the presence of secretagogue compounds.
- 5. *Holarrhena antidysenterica*:** *Holarrhena antidysenterica* seed extract encompasses as a potential anti-microbial against *Staphylococcus*, *Salmonella*, and *E. coli* as it possesses anti-microbial and anti-diarrheal property.
- 6. *Mangifera indica*:** *Mangifera indica* extract stimulates the immune system by increasing the number of white blood cells. Tannins in the *Mangifera indica* extract have the ability to denature proteins in the intestinal mucosa by forming tannates that make the intestinal mucosa more resistant to chemical alterations thus reducing secretion whereas anti-diarrheal effects of flavonoids are reflected by the inhibition of intestinal motility and hydroelectrolytic secretion.

POTENT ANTIDIARRHEAL AND INTESTINAL FUNCTION MODULATOR

- 7. *Andrographis paniculata*:** Constituents of *Andrographis paniculata* like diterpene lactones, andrographolide and neoandrographolide, exhibits potent anti-secretory activity in vivo against *E. coli* enterotoxin-induced diarrhea. The mechanism of action involves inhibition of the intestinal secretory response induced by heat-labile *E. coli* enterotoxins, which are known to act through the stimulation of adenylate cyclase, and by inhibition of the secretion induced by heat-stable *E. coli* enterotoxins, which act through the activation of guanylate cyclase.
- 8. *Eclipta alba*:** *Eclipta alba* exhibits anti-bacterial properties. The presence of pentadecanone, enoic and heptadecane is responsible for efficacy of *Eclipta alba* against Diarrhea caused by *E. coli* Sp. while the presence of pentadecane,6,10,14-trimethyl-2- pentadecanone and Heptadecane is responsible for efficacy of *Eclipta alba* efficacy against Diarrhea caused by *Campylobacter*.

MODE OF ACTION:

Probiotics



AuriTMa

Potent Antidiarrheal and Intestinal Function Modulator

Composition:

Each pack contains:

Phytochemical extracts derived from

Acacia catechu

Cissampelos pareira

Holarrhena antidysenterica

Euphorbia hirta

Cinnamomum zeylanicum

Mangifera indica

Andrographis paniculata

Eclipta alba

Fortified with Vitamin B₁, Vitamin B₂, Niacin, Vitamin B₆, Vitamin B₁₂ and Phytobiotic essential oils.

Indications:

- Helps to control non-specific diarrhea.
- Improves gut function for better GI immunity, integrity, digestibility and nutrient absorption.
- Helps to restore GI mucosa and gut microbiota for better productivity.
- Supportive therapy for diarrhea of specific origin.

Recommended Usage:

Therapeutic use- 3-4 kg per tonne of feed.

Preventive use- 1-1.5 kg per tonne of feed.

Ensure thorough mixing in feed.



**Packaging: 500 gm, 1 kg,
Bulk Pack Also Available**

Note: This product is not intended to cure, treat or prevent any disease.

ENRICHED WITH NATURAL PHYTO-EXTRACTS AND PHYTOBIOTIC ESSENTIAL OILS

AuriTMa Power

Potent Antidiarrheal and Intestinal
Function Modulator

Composition:

Each pack contains:

Phytochemical extracts derived from:

Acacia catechu

Cissampelos pareira

Holarrhena antidysenterica

Euphorbia hirta

Cinnamomum zeylanicum

Mangifera indica

Andrographis paniculata

Eclipta alba

Vitamins- B1,B2, Niacin, B6, B12

Probiotics- *Saccharomyces boulardii*, *Bacillus coagulans*, *Bacillus clausii*, *Lactobacillus rhamnosus* GG and Mannan oligosaccharide
(Total Probiotic count 2.131 billion cfu per gm)

Indications:

- Helps to control non-specific diarrhea.
- Improves gut function for better GI immunity, integrity, digestibility and nutrient absorption.
- Helps to restore GI mucosa and gut microbiota for better productivity.
- Supportive therapy for diarrhea of specific origin.

Recommended Usage:

Therapeutic use- 2-3 kg per tonne of feed.

Preventive use- 0.5-1 kg per tonne of feed.

Ensure thorough mixing in feed.

Note: This product is not intended to cure, treat or prevent any disease.



Packaging: 500 gm, 1 kg,
Bulk Pack Also Available

ENRICHED WITH NATURAL PHYTO-EXTRACTS AND PROBIOTICS

AurinkoTM Pro

Potent Antidiarrheal and Intestinal
Function Modulator

Composition:

Each pack contains:

Phytochemical extracts derived from:

Andrographis paniculata

Eclipta alba

Vitamins- B1,B2, Niacin, B6, B12

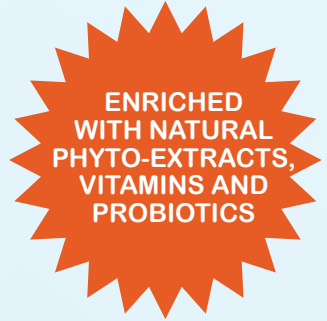
Probiotics- *Saccharomyces boulardii*,

Bacillus coagulans, *Bacillus clausii*,

Lactobacillus rhamnosus GG

and Mannan oligosaccharide

(Total Probiotic count 4.25 billion cfu per gm)



Indications:

- Helps to control non-specific diarrhea.
- Improves gut function for better GI immunity, integrity, digestibility and nutrient absorption.
- Helps to restore GI mucosa and gut microbiota for better productivity.
- Supportive therapy for diarrhea of specific origin.

Recommended Usage:

Therapeutic use- 400-600 gm per

1000 litre of drinking water

Preventive use- 150-300 gm per

1000 litre of drinking water

Note: This product is not intended to cure, treat or prevent any disease.



Packaging: 500 gm, 1 kg,
Bulk Pack Also Available