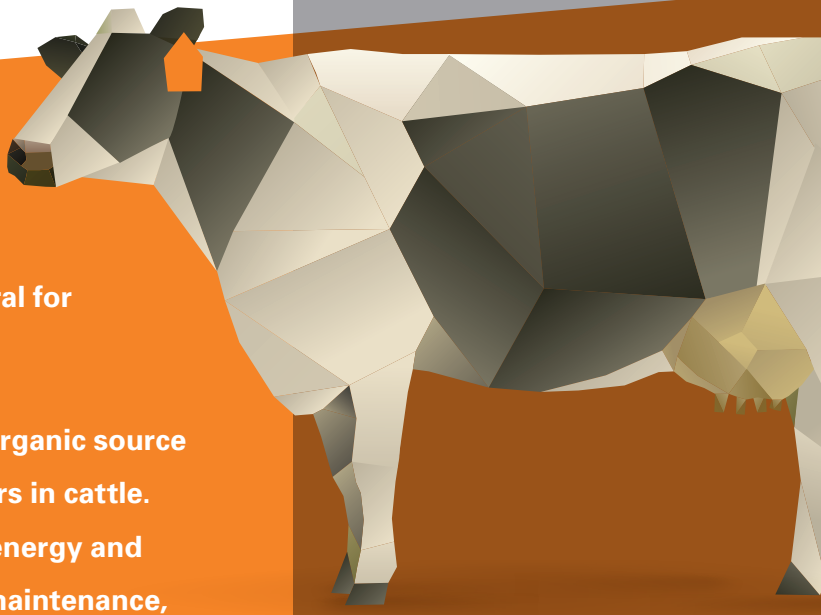
MODE OF ACTION

KemTRACE® CHROMIUM
Essential to you and your operation.



KemTRACE® Chromium, the first product of its kind on the market, is a safe, proven trace mineral for use in beef and dairy cattle.

KemTRACE Chromium is a highly bioavailable, organic source of chromium that helps stabilize insulin receptors in cattle. This improves glucose utilization for increased energy and proper cell function, resulting in better animal maintenance, reproduction, growth and immunity. The net benefit is increased production and profitability in beef and dairy cattle.

MODE OF ACTION

1. Insulin stimulates glucose uptake.[1]
2. Readily available chromium propionate from KemTRACE Chromium is necessary to optimize the activation of the insulin receptor.
3. Glucose uptake by the cell.
4. The additional glucose allows more energy to be available for proper cell function.

INSULIN IS THE KEY

Insulin plays a key role in optimum cell function by acting as a "key" in the lock to the door that allows glucose into the cell. Chromium supplementation primarily acts to improve insulin sensitivity so more glucose can enter the cell. The additional glucose allows more energy to be available for proper cell function.

WHAT CAN A COW DO WITH MORE ENERGY?

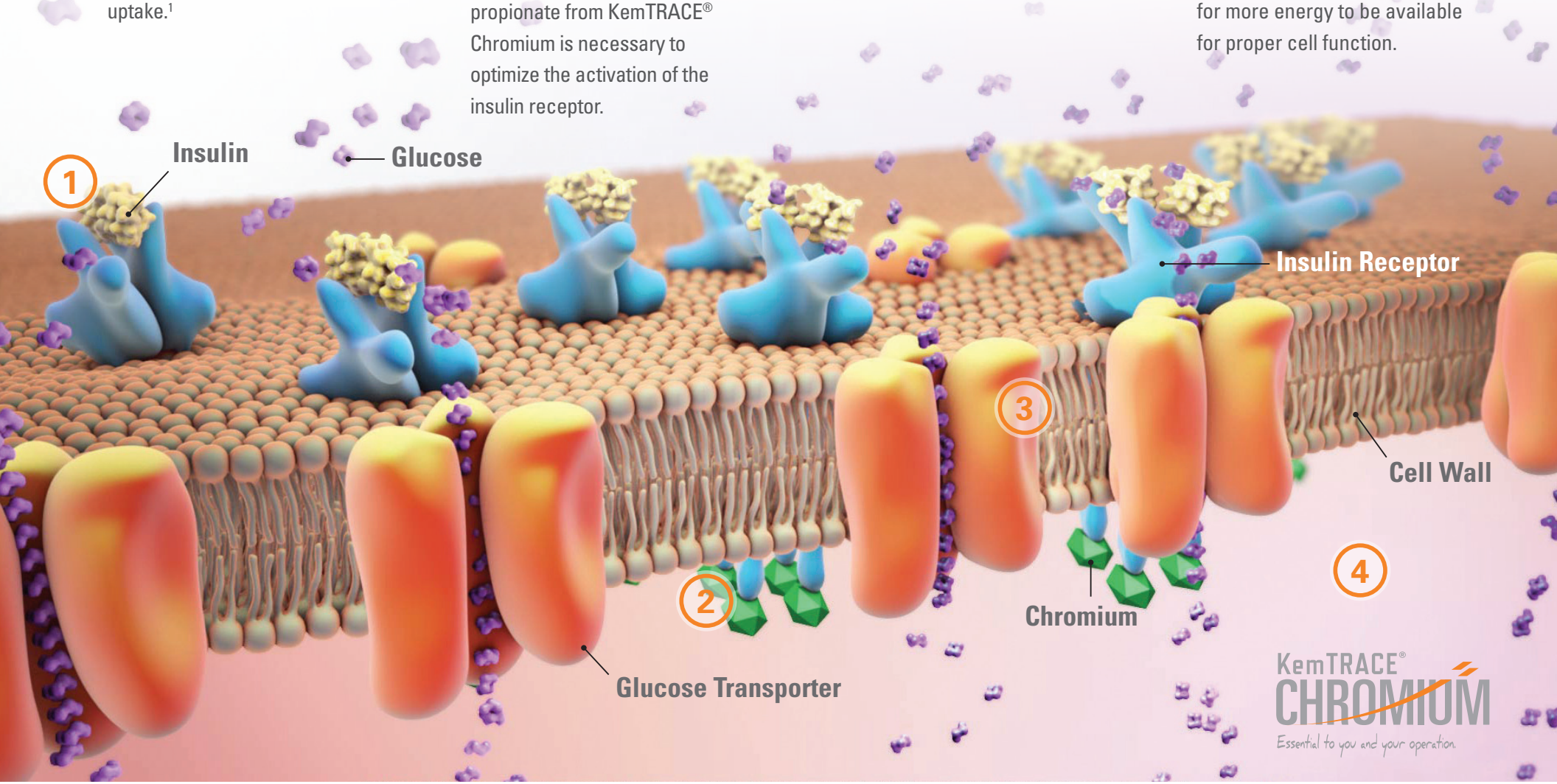
- **Withstand effects of heat stress**
- **Reduce negative energy balance**
- **Improve reproductive efficiency**
- **Improve milk production**
- **Improve immune function**

KEMIN®

Kemin.com/Chromium
1-800-752-2864

KemTRACE® Chromium Mode of Action

1. Insulin stimulates glucose uptake.[1]
2. Readily available chromium propionate from KemTRACE® Chromium is necessary to optimize the activation of the insulin receptor.
3. Glucose uptake by the cell.
4. The additional glucose will allow for more energy to be available for proper cell function.



KEMIN®

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1. Weekes, T. E. C. 1991. Hormonal control of glucose metabolism. In Proceedings of 7th International Symposium on Ruminant Physiology (ed. T. Tsuda, Y. Sasaki, and R. Kawashima), pp. 183. Academic Press, San Diego, CA, U.S.A.

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18.00802
BR-2018-00129
Rev. May 2019