



# ARM & HAMMER Expands its Family of Targeted Microbial Solutions

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*New Proprietary Bacillus strain expands depth and breadth of effectiveness against key bacterial diseases in livestock and poultry*

PRINCETON, N.J. (May 23, 2018)—Every day cattle, swine and poultry are under siege by pathogenic bacteria. In fact, one estimate notes that more than 80 types of bacteria, such as *E. coli*, *Salmonella* and *Clostridium*, pose serious threats to the poultry industry alone.<sup>1</sup>

What if you had a new weapon in the war against these disease-causing culprits? One that takes on these microscopic enemies at their level—and wins?

ARM & HAMMER™ is pleased to announce the addition of proprietary *Bacillus* strain 1704 to its CERTILLUS™ Targeted Microbial Solutions™ portfolio.

## Broad-Spectrum Weapon

“This newly discovered *Bacillus* strain offers broad-spectrum activity against various species and strains of *E. coli*, *Clostridium* and *Salmonella* bacteria,” explains Dr. Xandra Smith, ARM & HAMMER manager of microbial ecology and genetics.

“Additionally, the strain has application in facilities and environments for poultry, swine, dairy and beef cattle as producers work against the pathogenic disease threats that hamper or even destroy animal health and production,” she adds.

This discovery is the result of ARM & HAMMER’s extensive and ongoing screening process that’s designed to help enhance and expand the CERTILLUS portfolio’s coverage of pathogenic diversity.

“For livestock and poultry producers, the discovery of *Bacillus* strain 1704 helps improve the effectiveness of on-farm interventions with our CERTILLUS portfolio,” concludes Dr. Smith. “It’s a new tool for our continually evolving toolbox to help our customers better tackle the bacterial challenges their herds and flocks face.”

## About Arm & Hammer Animal and Food Production

Arm & Hammer Animal and Food Production, with headquarters in Princeton, N.J., is a worldwide leader in providing the broadest portfolio of nutrition, microbial and food safety solutions and services backed by an unmatched research and development pipeline. To learn more about ARM & HAMMER, visit [www.AHAnimalNutrition.com](http://www.AHAnimalNutrition.com).

<sup>1</sup> Hao H, Cheng G, Igbal Z, Ai X, Hussain HI, Huang L, Dai M, Wang Y, Liu, Z, Yuan Z. Benefits and risks of antimicrobial use in food-producing animals. *Front Microbiol* 2014;5:288.