

Equine Product Guide

From our research farm to your barn.

FEED GREATNESS®



From our research farm to your barn.

Today, after more than a century of experience, horse owners can still depend on solid and consistent nutrition from the most innovative, highest value products available. It's our tradition of industry leadership, and it starts with research.

The 1,188-acre Purina Animal Nutrition Center in Gray Summit, Missouri opened in 1926, and is the only one of its kind in the industry today. Our Ph.D. Equine Nutritionists play a critical role in our commitment to research in developing the highest performing diets possible for horses. And this research allows us to continue developing state-of-the-art nutritional products in a way no other feed company can. They're unique products using the highest quality ingredients that deliver the performance, health and happiness your horses deserve.

FEED GREATNESS®

Cover: WithoutYouAlBeBlue, "Baretta." Owner Kimberly Lloyd Wright.

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Ultium® Competition Horse Formula



Formulated for:

The high energy demands of hard-working equine athletes, allowing them to compete at their highest levels.

Key Features & Benefits:

- **Sustained Energy System®**: Unique blend of three fuel sources to provide a steady level of highly digestible energy: soluble carbohydrates, fats and fermentable fiber. A horse that is mentally focused, controllable and manageable has the best chance of winning.
- **Targeted Nutrition Delivery System** quickly transports repair nutrients where they're needed most. Unique amino acid profile and top-quality fuel sources replenish glycogen and protein stores in muscles to assist in muscle repair with less muscle fatigue for fast bounce back, competition after competition.
- **Nutrient–and Energy–Dense** to support prolonged stamina and endurance while maintaining the equine athlete in peak competitive condition.
- **Reduced Starch, Higher Fat** formulation that may help address the risk of colic and other digestive disturbances that can occur when feeding large quantities of grain.
- **Purina® Amplify® High-Fat Nugget** contains multiple sources of fatty acids, including flaxseed, stabilized rice bran and vegetable oils, to help maintain body condition, shine and bloom.
- **Precise Amino Acid Profile** for optimal muscle performance and recovery. Promotes muscle tone and a strong topline.
- **Highly Digestible Fiber** that is fermented in the hindgut, which provides slow-releasing energy and preserves muscle glycogen.
- **Balance of Vitamins and Minerals** including B-Vitamins, Iron, Copper, Calcium, Phosphorus and Magnesium: blood-building nutrients that help optimize red blood cell production and increase oxygen capacity in exercising horses. The proper balance of Calcium and Phosphorus promotes stronger bones.
- **Added Antioxidants** including Vitamins E, C and Selenium help address the negative effects of free radicals and support a healthy immune system.
- **Concentrate Feed** designed to be fed with hay or pasture.

Guaranteed Analysis:

Crude Protein (min)	11.70%
Lysine (min)	0.70%
Crude Fat (min)	12.40%
Crude Fiber (max)	18.50%
Acid Detergent Fiber (ADF) (max)	21.00%
Neutral Detergent Fiber (NDF) (max)	35.00%
Starch (max)	10.00%
Sugars (max)	6.00%
Calcium (Ca) (min)	0.85%
Calcium (Ca) (max)	1.35%
Phosphorus (P) (min)	0.50%
Copper (Cu) (min)	65.00 ppm
Selenium (Se) (min)	0.60 ppm
Zinc (Zn) (min)	240.00 ppm
Vitamin A (min)	5,000 IU/lb
Vitamin E (min)	150 IU/lb
Sodium (Na) (min)	0.20%
Sodium (Na) (max)	0.70%

The Science: Formulating for Top Performance

Research conducted in 2004 at the Purina Animal Nutrition Center with our high-speed treadmill showed that Ultium® Competition feed created a glycogen-sparing effect in working horses. The horses conserved fuel in their muscles while burning fat during exercise, which had the effect of supporting future bouts of exercise and recovery. Additional research showed that due to the higher fat and fiber content, Ultium® Competition feed demonstrated a lower glucose and insulin response in horses, compared to a typical sweet feed. For more information on our research, visit purinamills.com/horse-feed.

Ultium® Gastric Care Horse Formula



Formulated for:

Equine athletes to support peak performance and gastric comfort during the stress of competition.

Key Features & Benefits:

- **Outlast® Gastric Support Supplement:** A full serving provided in a 4lb meal to support gastric health and proper pH.
- **Specialized Yeast Extract** additive to support the immune systems of horses affected by the stress of competition.
- **Highly Digestible Fiber Sources,** including beet pulp, alfalfa meal, and soy hulls, to support an optimal hindgut environment.
- **High-Calorie Formula** to support the energy demands of hard-working horses
- **High-Quality Protein Sources** and added amino acids for a strong topline and quick muscle recovery.
- **Purina® Amplify® High-Fat Nugget** contains multiple sources of fatty acids, including flaxseed, stabilized rice bran and vegetable oils, to help maintain body condition, shine and bloom.
- **Concentrate Feed** designed to be fed with hay or pasture.

Guaranteed Analysis:

Crude Protein (min)	12.50%
Lysine (min)	0.90%
Crude Fat (min)	10.50%
Crude Fiber (max)	18.00%
Acid Detergent Fiber (ADF) (max)	21.00%
Neutral Detergent Fiber (NDF) (max)	36.00%
Starch (max)	10.00%
Sugars (max)	7.00%
Calcium (Ca) (min)	0.95%
Calcium (Ca) (max)	1.45%
Phosphorus (P) (min)	0.60%
Sodium (Na) (min)	0.20%
Sodium (Na) (max)	0.70%
Copper (Cu) (min)	80.00 ppm
Selenium (Se) (min)	0.60 ppm
Selenium (Se) (max)	0.72 ppm
Zinc (Zn) (min)	280.00 ppm
Vitamin A (min)	3,000 IU/lb
Vitamin E (min)	125 IU/lb



Ultium® Growth Horse Formula



Formulated for:

Broodmares and growing equine athletes to support steady and consistent growth and development.

Key Features & Benefits:

- **Sustained Energy System®** blends three fuel sources to provide a steady flow of energy for developing and growing foals: fats, fermentable fibers and soluble carbohydrates.
- **Targeted Nutrition Delivery System** to transport nutrients efficiently to where they are needed most. The balance of nutrients supports proper joint and long bone maturity to support growth and development.
- **Purina® Amplify® High-Fat Nugget** contains multiple sources of fatty acids, including flaxseed, stabilized rice bran and vegetable oils, to help maintain body condition, shine and bloom.
- **Optimized Amino Acid Profile:** Includes essential amino acids Lysine, Threonine and Methionine and branched chain amino acids to support muscle development and growth.
- **Highly Digestible Fibers Including Beet Pulp** and soy hulls provide fermentable fiber to the hindgut for a slow-release calorie source that helps support weight maintenance and consistent lactation in broodmares and steady growth in young, growing horses.
- **Vitamins and Minerals** such as Copper, Zinc, Calcium and Phosphorus in essential ratios and quantities to help assure proper fetal stores during gestation, milk levels during lactation and tissue concentrations for continued growth.
- **Added Antioxidants** such as Vitamin E and Selenium help support cellular metabolism and a strong immune system.
- **Controlled Starch and Sugar** with higher levels of fat and digestible fiber may help address the risk of hindgut disturbances associated with high starch feeding practices.
- **Nutrient-Dense Blend** of Pellets and Purina® Amplify® High-Fat Nuggets is palatable and highly digestible for young horses and broodmares.
- **Concentrate Feed** designed to be fed with hay or pasture.

Guaranteed Analysis:

Crude Protein (min)	15.50%
Lysine (min)	1.00%
Crude Fat (min)	9.50%
Crude Fiber (max)	13.00%
Acid Detergent Fiber (ADF) (max)	16.00%
Neutral Detergent Fiber (NDF) (max)	27.00%
Starch (max)	15.00%
Sugars (max)	8.00%
Calcium (Ca) (min)	1.40%
Calcium (Ca) (max)	1.90%
Phosphorus (P) (min)	0.70%
Copper (Cu) (min)	90.00 ppm
Selenium (Se) (min)	0.60 ppm
Zinc (Zn) (min)	270.00 ppm
Vitamin A (min)	3,400 IU/lb
Vitamin E (min)	150 IU/lb
Sodium (Na) (min)	0.10%
Sodium (Na) (max)	0.60%

The Science: Formulating for Young Horse Development

Ultium® Growth Formula was extensively researched over four years from 2007-2010 at the Purina Animal Nutrition Center on growing horses and broodmares. The precisely formulated feed, which included higher fat and fiber and lower starch, was shown to maintain healthy insulin sensitivity, optimize growth rates and maintain weight and body condition in lactating broodmares. Statistically significant increases in wither height, heart girth circumference, and body weight were recorded for young horses eating Ultium® Growth Formula versus a lower calorie growth feed. For more information on our research, visit purinamills.com/horse-feed.

Equine Senior® Horse Feed



Formulated for:

Older horses, including those that may be losing weight due to poor dentition or reduced nutrient absorption.

Key Features & Benefits:

- **Complete Feed with High-Quality Hay Built In** to completely or partially replace the hay or pasture in the horse's diet when dental problems or missing teeth prevent them from eating forage.
- **#1 Veterinarian Recommended Senior Horse Feed.** Four out of five Equine Veterinarians recommend Purina's Equine Senior® horse feed to their clients with senior horses, according to an independent study conducted in 2015.
- **Exclusive ActivAge™ Prebiotic** supports the beneficial microorganisms in the gut and has been scientifically studied in senior horses to support optimal function of the aging immune system.
- **Purina® Amplify® High-Fat Nugget** contains multiple sources of fatty acids, including flaxseed, stabilized rice bran and vegetable oils, to help maintain body condition, shine and bloom.
- **Easy to Chew** with Easy-soak™ pellet technology that creates a mash in 5 minutes with warm water,* breaking down the pellet quickly to make it easy to chew and swallow for horses with dental problems or missing teeth.
- **Highly Digestible** and scientifically formulated with a blend of fiber sources including beet pulp and top quality hay to help maintain the senior horse's body condition and support normal digestive function.
- **Controlled Starch and Sugar** and formulated to provide a diet lower in nonstructural carbohydrates that may be suitable for aging horses with carbohydrate sensitivities.
- **Vitamin & Mineral Fortification** designed to meet the specific nutritional needs of senior horses to support immune function and overall health when fed as directed.**
- **Highly Palatable with Less Sugar** from a unique blend of molasses and soy oil for a higher fat, lower sugar molasses to encourage optimal intake.
- **Added Antioxidants** including Vitamin E to provide additional support for a healthy immune system.

Add 5 quarts warm water (100° F) to every 6 pounds of feed.

***Based on "Nutrient Requirements of Horses Sixth Revised Edition–2007" published by the National Research Council*

Guaranteed Analysis

Crude Protein (min)	14.00%
Lysine (min)	0.70%
Methionine (min)	0.18%
Threonine (min)	0.40%
Crude Fat (min)	5.50%
Crude Fiber (max)	18.00%
Acid Detergent Fiber (ADF) (max)	23.00%
Neutral Detergent Fiber (NDF) (max)	39.00%
Starch (max)	12.00%
Sugars (max)	7.00%
Calcium (Ca) (min)	0.50%
Calcium (Ca) (max)	1.00%
Phosphorus (P) (min)	0.40%
Magnesium (Mg) (min)	0.33%
Copper (Cu) (min)	55.00 ppm
Selenium (Se) (min)	0.30 ppm
Zinc (Zn) (min)	220.00 ppm
Vitamin A (min)	3,500 IU/lb
Vitamin D_3 (min)	700 IU/lb
Vitamin E (min)	140 IU/lb

The Research Behind Purina® Equine Senior® Horse Feed

Purina's Ph.D. Equine Nutritionists and Veterinarians continually research new ways to address the specific needs of aging horses, helping your senior horse live a long, healthy life. Purina® Equine Senior® horse feed has been scientifically studied at the Purina Animal Nutrition Center for over 25 years. With this formulation, our nutritionists have combined all the benefits of the trusted original Equine Senior® horse feed together with discoveries from the most cutting-edge equine science.

Equine Senior® Active Horse Feed



Formulated for:

Formulated for the healthy, active lifestyle of the aging horse that can chew and digest hay or pasture.

Key Features & Benefits:

- **Exclusive ActivAge™ Prebiotic** supports the beneficial microorganisms in the gut and has been scientifically studied in senior horses to support optimal function of the aging immune system.
- **Purina® Amplify® High-Fat Nugget** contains multiple sources of fatty acids, including flaxseed, stabilized rice bran and vegetable oils, to help maintain body condition, shine and bloom.
- **Controlled Starch and Sugar** to provide a diet lower in nonstructural carbohydrates that may be suitable for aging horses with carbohydrate sensitivities.
- **Vitamin & Mineral Fortification** designed to meet the specific nutritional needs of senior horses to support immune function and overall health when fed as directed.*
- **Highly Digestible** and scientifically formulated with a blend of fiber sources including loose beet pulp helps maintain the senior horse's body condition and support normal digestive function.
- **Added Antioxidants** including Vitamin E to provide additional support for a healthy immune system.
- **Multiple Energy Sources** with more calories from fat, less from sugar to provide a diet lower in nonstructural carbohydrates to help aging horses with difficulty managing blood sugar levels.
- **High-Quality Proteins** to support muscle maintenance, healthy coat and hooves.
- **Concentrate Feed** designed to be fed with hay or pasture.

Guaranteed Analysis

Crude Protein (min)	14.00%
Lysine (min)	0.90%
Methionine (min)	0.25%
Threonine (min)	0.40%
Crude Fat (min)	10.00%
Crude Fiber (max)	18.00%
Acid Detergent Fiber (ADF) (Max)	21.00%
Neutral Detergent Fiber (NDF) (Max)	36.00%
Starch (max)	9.00%
Sugars (max)	7.00%
Calcium (Ca) (min)	0.95%
Calcium (Ca) (max)	1.45%
Phosphorus (P) (min)	0.60%
Magnesium (Mg) (min)	0.25%
Copper (Cu) (min)	80.00 ppm
Selenium (Se) (min)	0.60 ppm
Zinc (Zn) (min)	280.00 ppm
Vitamin A (min)	3,000 IU/lb
Vitamin D_3 (min)	800 IU/lb
Vitamin E (min)	125 IU/lb

The Research Behind ActivAge™ Prebiotic

In a series of experiments completed in 2014, conducted by Purina Animal Nutrition in collaboration with the Gluck Equine Research Center at the University of Kentucky, senior horses were fed either current Equine Senior® (control) or Equine Senior® feed supplemented with ActivAge™ prebiotic and administered an influenza vaccine. Preliminary results show that horses fed ActivAge™ demonstrated a significant difference in influenza antibodies following vaccination, which is one of the markers of a healthy immune response.

Based on "Nutrient Requirements of Horses Sixth Revised Edition–2007" published by the National Research Council

Equine Junior® Horse Feed



Formulated for:

Weanlings and Yearlings (five months and older) to give the growing horse a strong head start with complete controlled nutrition to support growth and development.

Key Features & Benefits:

- **Complete Feed with High-Quality Hay Built In*** to address nutrient variability of hay or pasture and promote consistent nutrient intake, providing a consistent diet for growing horses.
- **Purina® Amplify® High-Fat Nugget** contains multiple sources of fatty acids, including flaxseed, stabilized rice bran and vegetable oils, to help maintain body condition, shine and bloom.
- **100% Vitamins and Minerals**:** Designed to meet the specific nutritional needs of young horses, including Phosphorus, Copper, Zinc, Selenium and Vitamin E for optimal skeletal development.
- **Combined Energy Sources:** A precise blend of fats, fibers and soluble carbohydrates helps promote a steady growth rate.
- **Highly Digestible Protein** selected for an optimal amino acid profile to support proper development of muscle, bone, skin, hair and hooves.
- **Excellent Palatability** with a lower-sugar, higher-fat cane molasses and soy oil blend for great intake without sorting.

Guaranteed Analysis:

Crude Protein (min)	14.50 %
Lysine (min)	0.80 %
Methionine (min)	0.25 %
Threonine (min)	0.55 %
Crude Fat (min)	5.50 %
Crude Fiber (max)	16.00 %
Acid Detergent Fiber (ADF) (max)	22.00%
Neutral Detergent Fiber (NDF) (max)	38.00%
Starch (max)	14.00 %
Sugars (max)	9.00 %
Calcium (Ca) (min)	0.80 %
Calcium (Ca) (max)	1.30 %
Phosphorus (P) (min)	0.55 %
Copper (Cu) (min)	60.00 ppm
Selenium (Se) (min)	0.30 ppm
Zinc (Zn) (min)	220.00 ppm
Vitamin A (min)	3,500 IU/lb
Vitamin D_3 (min)	600 IU/lb
Vitamin E (min)	150 IU/lb



*Minimal hay can be used to alleviate boredom in weanlings to two-year-olds, but is not required when Purina® Equine Junior® horse feed is being fed as recommended.

**When fed as directed, with free-choice or added salt, based on Nutrient Requirements of Horses Sixth Revised Edition – 2007, published by the National Research Council.

Equine Adult® Horse Feed



Formulated for:

Forage supplementation or replacement to provide complete, controlled nutrition for mature active pleasure horses and/or easy keepers.

Key Features & Benefits:

- **100% Vitamins & Minerals:*** designed to meet 100% of the required nutrients to support overall horse health.
- **Controlled Starch & Sugar With No Corn or Molasses:** Appropriate for horses with soluble carbohydrate sensitivities, formulated with no corn or molasses.
- **Complete Feed with High-Quality Hay Built In** to address nutrient variability of hay or pasture and promote consistent nutrient intake. Can be used to completely replace the forage in your horse's diet or as a hay stretcher when high-quality hay is scarce.
- **Highly Digestible:** Scientifically formulated pelleted feed with highly digestible ingredients, including top-quality hay, for optimal nutrient absorption.
- **Added Antioxidants** including Vitamin E to help address the negative effects of free radicals.

Guaranteed Analysis:

Crude Protein (min)	11.00%
Lysine (min)	0.70%
Methionine (min)	0.20%
Threonine (min)	0.40%
Crude Fat (min)	3.00%
Crude Fiber (max)	25.00%
Acid Detergent Fiber (ADF) (max)	30.00%
Neutral Detergent Fiber (NDF) (max)	46.00%
Starch (max)	10.00%
Sugars (max)	5.00%
Calcium (Ca) (min)	0.80%
Calcium (Ca) (max)	1.30%
Phosphorus (P) (min)	0.50%
Copper (Cu) (min)	40.00 ppm
Selenium (Se) (min)	0.30 ppm
Zinc (Zn) (min)	120.00 ppm
Vitamin A (min)	3,000 IU/lb
Vitamin D_3 (min)	600 IU/lb
Vitamin E (min)	80 IU/lb



*When fed as directed, with free-choice or added salt, based on Nutrient Requirements of Horses Sixth Revised Edition – 2007, published by the National Research Council

Strategy® Professional Formula GX Horse Feed



Formulated for:

Any Horse, Any Life Stage – Whether you feed growing, breeding, show, performance or recreational horses, Strategy® horse feed is the one diet you can count on for balanced nutrition for every horse.

Key Features & Benefits:

- **Nutritionally Balanced** to provide 100% of the required nutrients for horses of any lifestage when fed as directed* so no additional supplements are necessary.
- **Gastric Support:** Formulated with Outlast® supplement to support gastric health & proper pH.
- **Proven Palatability:** High-quality ingredients support consistent intake,proven by years of research.
- **Exceptional Value:** Nutritionally balanced formula eliminates the need for expensive supplements and time-consuming mixing. Pelleted form prevents sorting, reduces waste and improves stability during storage.
- **Multi-Horse Convenience:** One professional, highly-palatable formulation to feed all your horses without compromising nutrition at any lifestage.
- **High-Quality Protein with Enhanced Amino Acids** to support fetal development, milk production, muscle growth and development, stamina and recovery. Also supports recovery from exercise and training in performance horses.
- **High Levels of Polyunsaturated Oils** help improve overall appearance and body condition for shiny and healthy looking horses.
- **Highly Digestible Ingredients** that provide optimal nutrient density and support proper digestion.
- **Consistently Fresh, Quality Ingredients** that appeal to even finicky horses for consistent intake.
- **Multiple Sources of Energy and Muscle Fuel** to support the energy needs of performance horses, growing horses, lactating mares and breeding stallions.
- **Added Copper, Calcium, Phosphorus, Selenium** and key vitamins to support proper physiological functions in working and performance horses and to help pregnant mares develop healthy foals.
- **Concentrate Feed** designed to be fed with hay or pasture.

Guaranteed Analysis:

Crude Protein (min)	14.00%
Lysine (min)	0.90%
Crude Fat (min)	6.00%
Crude Fiber (max)	12.50%
Acid Detergent Fiber (ADF) (max)	15.50%
Neutral Detergent Fiber (NDF) (max)	34.00%
Starch (max)	18.00%
Sugars (max)	7.00%
Calcium (Ca) (min)	0.90%
Calcium (Ca) (max)	1.40%
Phosphorus (P) (min)	0.60%
Copper (Cu) (min)	80.00 ppm
Selenium (Se) (min)	0.60 ppm
Zinc (Zn) (min)	280.00 ppm
Vitamin A (min)	3,000 IU/lb
Vitamin E (min)	125 IU/lb

The Science: Formulating for Multiple Life Stages

Decades of scientific studies performed with Quarter Horses at the Purina Animal Nutrition Center have demonstrated optimized foal growth and development via the enhanced amino acid profile in this formula. The specific ratio of copper and zinc provides proper nutrients for developing cartilage and bones. Numerous research trials have established this product's ability to support strong fetal development, milk production in broodmares, growth in young horses and performance in working horses. For more information on our research, visit purinamills.com/horse-feed.

*Based on "Nutrient Requirements of Horses Sixth Revised Edition–2007" published by the National Research Council

Strategy® Healthy Edge® Horse Feed



Formulated for:

A higher fat and fiber formula for maintenance, performance and senior horses that require a moderate calorie intake.

Key Features & Benefits:

- **Healthy Appearance:** Contains Amplify® high-fat nugget to help maintain body condition, shine & bloom.
- **Controlled Starch & Sugar** with higher fat & fiber suitable for horses sensitive to soluble carbohydrates with moderate calorie needs
- **Gastric Support:** Formulated with Outlast® supplement to support gastric health & proper pH.
- **Purina® Amplify® High-Fat Nugget** contains multiple sources of fatty acids, including flaxseed, stabilized rice bran and vegetable oils to help maintain body condition, shine and bloom.
- **Added Beet Pulp** inside the pellet as an excellent source of fermentable fiber for slow release energy.
- **High-Quality Proteins** chosen for optimal amino acid profiles to support strong muscle growth, shiny coat and healthy hooves.
- **Highly Digestible Ingredients** that provide essential nutrients that support proper digestion.
- **Nutritionally Balanced** to provide 100% of the required nutrients for horses when fed as directed* so no additional supplements are necessary.
- **Concentrate Feed** designed to be fed with hay or pasture.

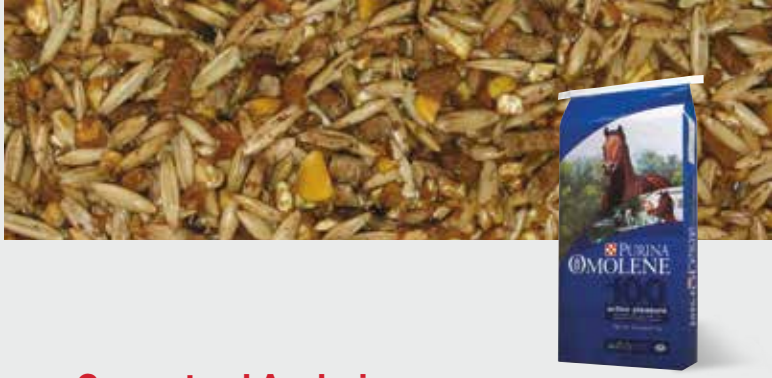
Guaranteed Analysis:

Crude Protein (min)	12.50%
Lysine (min)	0.90%
Crude Fat (min)	8.00%
Crude Fiber (max)	18.00%
Acid Detergent Fiber (ADF) (max)	22.00%
Neutral Detergent Fiber (NDF) (max)	36.00%
Starch (max)	10.00%
Sugars (max)	6.50%
Calcium (Ca) (min)	1.10%
Calcium (Ca) (max)	1.60%
Phosphorus (P) (min)	0.60%
Copper (Cu) (min)	80.00 ppm
Selenium (Se) (min)	0.60 ppm
Zinc (Zn) (min)	280.00 ppm
Vitamin A (min)	3,000 IU/lb
Vitamin E (min)	125 IU/lb



*Based on "Nutrient Requirements of Horses Sixth Revised Edition–2007" published by the National Research Council

Omolene #100® Active Pleasure Horse Feed



Formulated for:

Mature active pleasure horses at maintenance or light work.

Key Features & Benefits:

- **Highly Palatable,** textured feed made with natural whole grains that are a natural source of antioxidants, phytonutrients and fiber.
- **Vitamin and Mineral Fortification** to provide 100% of the required vitamins and minerals when fed as directed.*
- **Added Vegetable Oils** for a shiny and healthy hair coat, skin and hooves.
- **Oil Molasses Blend** provides a higher fat, lower sugar flavor that horses love to eat.
- **Concentrate Feed** designed to be fed with hay or pasture.

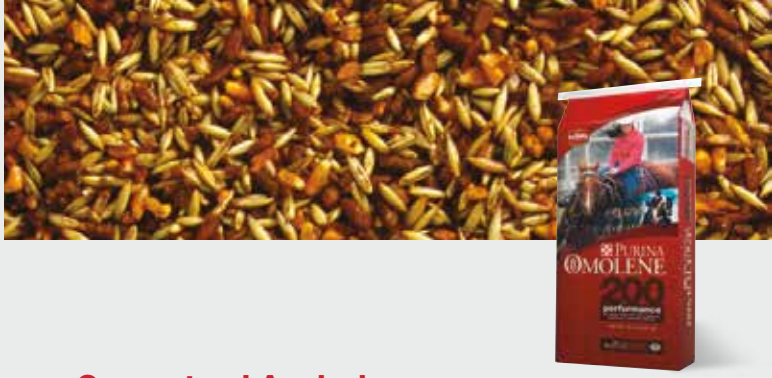
Guaranteed Analysis:

Crude Protein (min)	10.00%
Lysine (min)	0.60%
Crude Fat (min)	4.50%
Crude Fiber (max)	10.00%
Acid Detergent Fiber (ADF) (max)	13.00%
Neutral Detergent Fiber (NDF) (max)	28.00%
Calcium (Ca) (min)	0.80%
Calcium (Ca) (max)	1.30%
Phosphorus (P) (min)	0.45%
Copper (Cu) (min)	35.00 ppm
Selenium (Se) (min)	0.60 ppm
Zinc (Zn) (min)	140.00 ppm
Vitamin A (min)	3,000 IU/lb
Vitamin E (min)	100 IU/lb



*Based on "Nutrient Requirements of Horses Sixth Revised Edition–2007" published by the National Research Council

Omolene #200®
Performance Horse Feed



Formulated for:

Performance horses competing in any discipline.
Also excellent for broodmares and yearlings.

Key Features & Benefits:

- **Purina® Amplify® High-Fat Nugget** with a proprietary blend of vegetable oils, flaxseed and rice bran for weight gain, performance, shine and bloom.
- **Balanced Fuel Sources** with fat and soluble carbohydrates to support both aerobic and anaerobic work.
- **Highly Palatable,** textured feed made with natural whole grains that are a natural source of antioxidants, phytonutrients and fiber.
- **Oil Molasses Blend** provides a higher fat, lower sugar flavor that horses love to eat.
- **Vitamin and Mineral Fortification** to provide 100% of the required vitamins and minerals when fed as directed.*
- **Concentrate Feed** designed to be fed with hay or pasture.

Guaranteed Analysis:

Crude Protein (min)	14.00%
Lysine (min)	0.70%
Crude Fat (min)	6.00%
Crude Fiber (max)	7.50%
Acid Detergent Fiber (ADF) (max)	10.00%
Neutral Detergent Fiber (NDF) (max)	23.00%
Calcium (Ca) (min)	0.80%
Calcium (Ca) (max)	1.30%
Phosphorus (P) (min)	0.50%
Copper (Cu) (min)	55.00 ppm
Selenium (Se) (min)	0.60 ppm
Zinc (Zn) (min)	220.00 ppm
Vitamin A (min)	3,000 IU/lb
Vitamin E (min)	130 IU/lb



The Science: Formulating for Palatability

Over 20 palatability trials conducted at the Purina Animal Nutrition Center have helped to optimize the palatability of Omolene #200® horse feed while addressing the challenges of temperature extremes. Precisely balanced levels of molasses and oil resulted in a formula that optimized feed intake by horses, but also reduced bricking in winter cold and drying in summer heat. The 2013 renovation of the equine palatability barn at our research farm expanded Purina's capabilities to deliver optimal palatability in all our feeds. For more information on our research, visit purinamills.com/horse-feed.

Based on "Nutrient Requirements of Horses Sixth Revised Edition–2007" published by the National Research Council

Omolene #300® Growth Horse Feed



Formulated for:

Foals, weanlings, yearlings, pregnant mares and lactating mares being fed with their foals.

Key Features & Benefits:

- **Purina® Amplify® High-Fat Nugget** with a proprietary blend of vegetable oils, flaxseed and rice bran for an optimal fatty acid profile to support development, shine and bloom.
- **Fortified with Milk Components** including amino acids and polysaccharides as found in mare's milk for optimal muscle growth and bone development in foals.
- **High-Quality Protein** formulation with balanced nutrients and calories for supporting lactation when mares and foals are eating together.
- **Highly Palatable,** textured feed made with natural whole grains that are a natural source of antioxidants, phytonutrients and fiber.
- **Oil Molasses Blend** provides a higher fat, lower sugar flavor that horses love to eat.
- **Vitamin and Mineral Fortification** to provide 100% of the required vitamins and minerals for foals and lactating mares when fed as directed.*
- **Concentrate Feed** designed to be fed with hay or pasture.

Guaranteed Analysis:

Crude Protein (min)	16.00%
Lysine (min)	0.90%
Crude Fat (min)	6.00%
Crude Fiber (max)	7.00%
Acid Detergent Fiber (ADF) (max)	10.00%
Neutral Detergent Fiber (NDF) (max)	23.00%
Calcium (Ca) (min)	0.80%
Calcium (Ca) (max)	1.30%
Phosphorus (P) (min)	0.55%
Copper (Cu) (min)	60.00 ppm
Selenium (Se) (min)	0.60 ppm
Zinc (Zn) (min)	220.00 ppm
Vitamin A (min)	3,000 IU/lb
Vitamin E (min)	125 IU/lb

*Based on "Nutrient Requirements of Horses Sixth Revised Edition–2007" published by the National Research Council

Omolene #400® Complete Advantage Horse Feed



Formulated for:

The complete nutritional needs of competition and breeding horses. A complete feed, with forage built in, specially designed for horses that are sensitive to dust and mold found in hay and other foodstuffs.

Key Features & Benefits:

- **Low Dust Ingredients** to support respiratory function with no barley, oats or alfalfa.
- **Blend of Fiber Sources** including beet pulp to partially or completely replace hay or pasture in the horse's diet when fed as directed.
- **Purina® Amplify® High-Fat Nugget** contains multiple sources of fatty acids, including flaxseed, stabilized rice bran and vegetable oils, to help maintain body condition, shine and bloom.
- **Loose Beet Pulp Shreds** provide an excellent source of fermentable fiber for slow release energy.
- **Vitamin and Mineral Fortification** provides 100% of the required vitamins and minerals when fed as directed.*
- **Oil Molasses Blend** provides a higher fat, lower sugar flavor that horses love to eat.
- **Complete Feed** with roughage built-in to help horses get the fiber they need.

Guaranteed Analysis:

Crude Protein (min)	12.00%
Lysine (min)	0.50%
Crude Fat (min)	5.50%
Crude Fiber (max)	18.00%
Acid Detergent Fiber (ADF) (max)	21.00%
Neutral Detergent Fiber (NDF) (max)	35.00%
Calcium (Ca) (min)	0.80%
Calcium (Ca) (max)	1.30%
Phosphorus (P) (min)	0.40%
Copper (Cu) (min)	35.00 ppm
Selenium (Se) (min)	0.30 ppm
Zinc (Zn) (min)	140.00 ppm
Vitamin A (min)	3,000 IU/lb
Vitamin E (min)	100 IU/lb

*Based on "Nutrient Requirements of Horses Sixth Revised Edition–2007" published by the National Research Council

Omolene #500®
Competition Horse Feed



Formulated for:

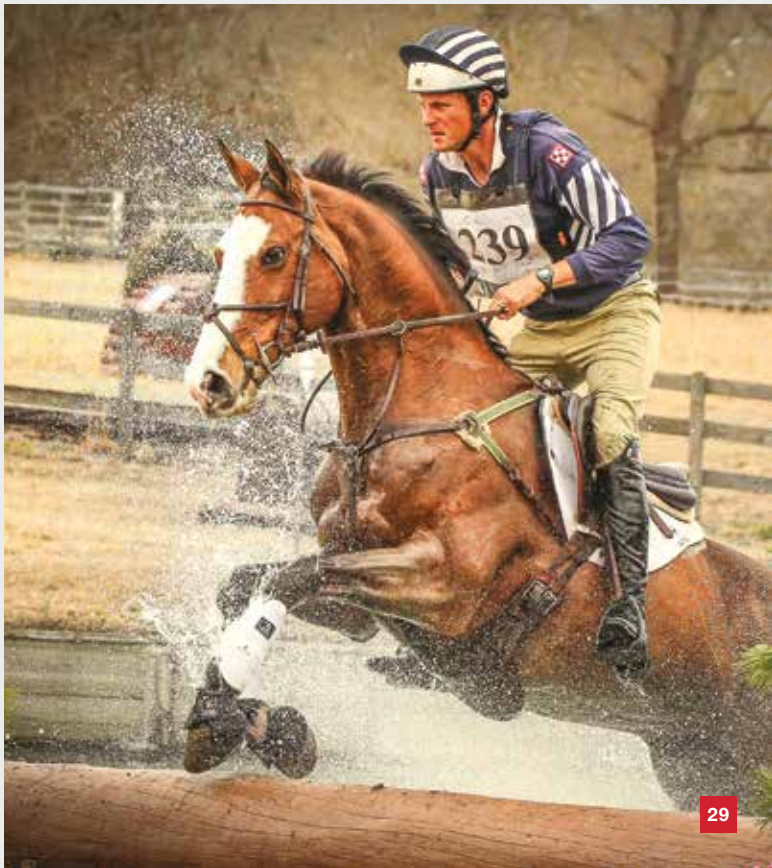
Hard-working and endurance equine athletes with high energy demands.

Key Features & Benefits:

- **Multiple Fuel Sources** to support sustained energy for equine athletes.
- **Purina® Amplify® High-Fat Nugget** contains multiple sources of fatty acids, including flaxseed, stabilized rice bran and vegetable oils, to help maintain body condition, shine and bloom.
- **Highly Palatable,** textured feed made with natural whole grains that are a natural source of antioxidants, phytonutrients and fiber.
- **More Calories and Nutrition per Pound** than any other product in the Omolene® horse feed line.
- **Formulated with Beet Pulp** as an excellent source of fermentable fiber for slow release energy.
- **Vitamin and Mineral Fortification** to provide 100% of the required vitamins and minerals when fed as directed.*
- **Oil Molasses Blend** provides a higher fat, lower sugar flavor that horses love to eat.
- **Added Vegetable Oils:** Contains balanced nutrition and added vegetable oils for a shiny and healthy hair coat, skin and hooves.
- **Concentrate Feed** designed to be fed with hay or pasture.

Guaranteed Analysis:

Crude Protein (min)	12.00%
Lysine (min)	0.65%
Crude Fat (min)	8.00%
Crude Fiber (max)	9.00%
Acid Detergent Fiber (ADF) (max)	12.00%
Neutral Detergent Fiber (NDF) (max)	27.00%
Calcium (Ca) (min)	0.80%
Calcium (Ca) (max)	1.30%
Phosphorus (P) (min)	0.50%
Copper (Cu) (min)	55.00 ppm
Selenium (Se) (min)	0.60 ppm
Zinc (Zn) (min)	220.00 ppm
Vitamin A (min)	3,000 IU/lb
Vitamin E (min)	150 IU/lb



*Based on "Nutrient Requirements of Horses Sixth Revised Edition–2007" published by the National Research Council

Race Ready®
Race Horse Feed



Formulated for:

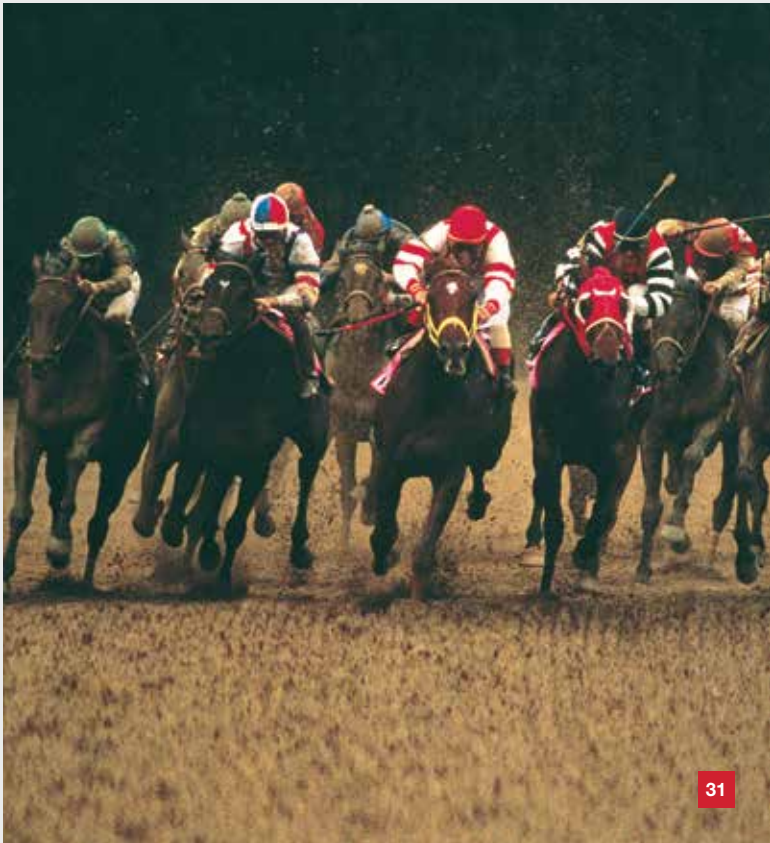
Performance and race horses with high energy demands.

Key Features & Benefits:

- **Energy-Dense Formula with Beet Pulp** allows you to feed less, reducing the risk of digestive upset while enhancing performance at all distances.
- **Purina® Amplify® High-Fat Nugget** contains multiple sources of fatty acids, including flaxseed, stabilized rice bran and vegetable oils, to help maintain body condition, shine and bloom.
- **Vitamin and Mineral Fortification** provides 100% of the required vitamins and minerals when fed as directed.* No supplemental energy sources, oils, vitamins or minerals needed.
- **Multiple Energy Sources** with a precise blend of fat, fermentable fibers and soluble carbohydrates to support high performance.
- **Added Antioxidant Vitamin E** to help exercising horses maintain muscle health and performance.
- **Highly Palatable** for optimal intake, satisfying even the pickiest eater.
- **Concentrate Feed** designed to be fed with hay or pasture.

Guaranteed Analysis:

Crude Protein (min)	12.00%
Lysine (min)	0.65%
Crude Fat (max)	8.00%
Crude Fiber (max)	9.00%
Acid Detergent Fiber (ADF) (max)	12.00%
Neutral Detergent Fiber (NDF) (max)	28.00%
Calcium (Ca) (min)	0.80%
Calcium (Ca) (max)	1.30%
Phosphorus (P) (max)	0.50%
Copper (Cu) (min)	55.00 ppm
Selenium (Se) (min)	0.60 ppm
Zinc (Zn) (min)	220.00 ppm
Vitamin A (min)	3,000 IU/lb
Vitamin E (min)	150 IU/lb



*Based on "Nutrient Requirements of Horses Sixth Revised Edition–2007" published by the National Research Council

Race Ready® GT Race Horse Feed



Formulated for:

Performance and race horses to support peak athletic activity and gastric comfort during the stress of competition.

Key Features & Benefits:

- **Outlast® Gastric Support Supplement:** A full serving provided in a 5lb meal to support gastric health and proper pH.
- **Specialized Yeast Extract** additive to support the immune systems of horses affected by the stress of competition.
- **Purina® Amplify® High-Fat Nugget** contains multiple sources of fatty acids, including flaxseed, stabilized rice bran and vegetable oils, to help maintain body condition, shine and bloom.
- **Added Beet Pulp** and other fermentable fiber sources support digestion and help sustain a high level of performance.
- **High-Quality Protein** to support muscle strength and athletic performance.
- **Highly Palatable** with beet pulp shreds, high-quality oats, and molasses for highly-stressed, picky eaters.
- **Vitamin and Mineral Fortification** to provide 100% of the required vitamins and minerals when fed as directed.*
- **Concentrate Feed** designed to be fed with hay or pasture.

Guaranteed Analysis:

Crude Protein (min)	12.00%
Lysine (min)	0.65%
Crude Fat (min)	9.50%
Crude Fiber (max)	12.50%
Acid Detergent Fiber (ADF) (max)	19.00%
Neutral Detergent Fiber (NDF) (max)	31.00%
Calcium (Ca) (min)	0.80%
Calcium (Ca) (max)	1.30%
Phosphorus (P) (min)	0.60%
Copper (Cu) (min)	60 ppm
Selenium (S) (min)	0.60 ppm
Zinc (Zn) (min)	240 ppm
Vitamin A (min)	3,000 IU/lb
Vitamin E (min)	125 IU/lb

The Research Behind Purina's Specialized Yeast Extract

Research conducted by Purina Animal Nutrition in conjunction with University researchers showed that supplementation with the specialized yeast extract supported immune response by activating the immune system to be prepared for challenges it will inevitably face.



*Based on "Nutrient Requirements of Horses Sixth Revised Edition–2007" published by the National Research Council

IMPACT® Professional Mare & Foal Horse Feed



Formulated for:

Foals, weanlings, yearlings, pregnant mares and lactating mares being fed with their foals.

Key Features & Benefits:

- **Formulated with High-Quality Protein** with added amino acids to support breeding mares and growing foals.
- **Added Fat** to meet the caloric demands of breeding horses and to support haircoat shine and bloom.
- **Vitamin and Mineral Fortification** specifically designed to meet the needs of broodmares and growing horses.
- **Controlled Starch and Sugar,** formulated with no corn or corn by-products.
- **Formulated by Ph.D. Equine Nutritionists** with ingredients proven through time and research to support overall horse health and performance.
- **Concentrate Feed** designed to be fed with hay or pasture.

Guaranteed Analysis:

Crude Protein (min)	16.00%
Lysine (min)	0.90%
Crude Fat (min)	6.00%
Crude Fiber (max)	12.50%
Acid Detergent Fiber (ADF) (max)	15.50%
Neutral Detergent Fiber (NDF) (max)	34.00%
Starch (max)	13.00%
Sugars (max)	7.00%
Calcium (Ca) (min)	0.90%
Calcium (Ca) (max)	1.40%
Phosphorus (P) (min)	0.60%
Copper (Cu) (min)	60.00 ppm
Selenium (Se) (min)	0.60 ppm
Zinc (Zn) (min)	220.00 ppm
Vitamin A (min)	3,000 IU/lb
Vitamin E (min)	125 IU/lb

IMPACT® Professional Performance Horse Feed



Formulated for:

Performance horses competing in any discipline.

Key Features & Benefits:

- **Gastric Support from Outlast® Gastric Support Supplement** to support gastric health and proper pH.
- **High Quality Protein** from sources with desirable amino acid profiles to support high-performing horses .
- **Controlled Starch and Sugar**, formulated with no corn or corn by-products.
- **Added Fat and Highly Digestible fiber sources** to fuel sustained performance.
- **Vitamin & Mineral Fortification** to support bone strength, muscle and immune function.
- **Formulated by Ph.D. Equine Nutritionists** with ingredients proven through time and research to support overall horse health.

Guaranteed Analysis:

Crude Protein (min)	14.00%
Lysine (min)	0.70%
Crude Fat (min)	8.00%
Crude Fiber (max)	15.00%
Acid Detergent Fiber (ADF) (max)	22.00%
Neutral Detergent Fiber (NDF) (max)	36.00%
Starch (max)	11.00%
Sugars (max)	6.50%
Calcium (Ca) (min)	1.00%
Calcium (Ca) (max)	1.50%
Phosphorus (P) (min)	0.60%
Copper (Cu) (min)	60.00 ppm
Selenium (Se) (min)	0.60 ppm
Zinc (Zn) (min)	220.00 ppm
Vitamin A (min)	3,000 IU/lb
Vitamin E (min)	125 IU/lb

IMPACT® Professional Senior Horse Feed



Formulated for:

Older horses, including those that may be losing weight due to poor dentition or reduced nutrient absorption.

Key Features & Benefits:

- **Complete Feed** with high-quality forage built in to replace the hay or pasture in your senior horse's diet.
- **Protein, Vitamin & Mineral Fortification** specifically to meet the needs of the aging horse.
- **Added Fat and Highly Digestible Fiber** to provide necessary calories for the senior horse.
- **Controlled Starch and Sugar,** formulated with no corn or corn by-products.
- **Formulated by Ph.D. Equine Nutritionists** with ingredients proven through time and research to support overall horse health and performance.
- Water may be added prior to feeding to soften feed.

Guaranteed Analysis:

Crude Protein (min)	14.00%
Lysine (min)	0.60%
Crude Fat (min)	5.00%
Crude Fiber (max)	18.50%
Acid Detergent Fiber (ADF) (max)	23.00%
Neutral Detergent Fiber (NDF) (max)	40.00%
Starch (max)	11.00%
Sugars (max)	7.00%
Calcium (Ca) (min)	0.70%
Calcium (Ca) (max)	1.20%
Phosphorus (P) (min)	0.45%
Copper (Cu) (min)	50.00 ppm
Selenium (Se) (min)	0.30 ppm
Zinc (Zn) (min)	180.00 ppm
Vitamin A (min)	2,800 IU/lb
Vitamin E (min)	100 IU/lb



IMPACT®
All Stages 12% Horse Feed



Formulated for:
Horses of all ages and activity levels.

Key Features & Benefits:

- **Versatile Formula** that provides premium nutrition for all life stages.
- **High-Quality Protein** and added amino acids support growth and performance.
- **Added Fat** from vegetable oils for sustainable energy and a shiny hair coat.
- **Vitamin & Mineral Fortification** supports bone strength and immune and reproductive function.
- **Balanced Nutrition** to meet your horse's nutrient requirements when fed as directed.
- **Quality Ingredients** that are highly digestible and naturally palatable.
- **Formulated by Ph.D. Equine Nutritionists** with ingredients proven through time and research to support overall horse health.
- **Concentrate Feed** designed to be fed with hay or pasture.
- Offered in textured or pelleted form.

Guaranteed Analysis:

	Textured	Pellet
Crude Protein (min)	12.00%	12.00%
Lysine (min)	0.80%	0.80%
Crude Fat (min)	6.00%	6.00%
Crude Fiber (max)	8.50%	12.50%
Acid Detergent Fiber (ADF) (max)	11.00%	17.00%
Neutral Detergent Fiber (NDF) (max)	26.00%	35.00%
Calcium (Ca) (min)	0.70%	0.70%
Calcium (Ca) (max)	1.20%	1.20%
Phosphorus (P) min)	0.50%	0.50%
Copper (Cu) (min)	65.00 ppm	65.00 ppm
Selenium (Se) (min)	0.60 ppm	0.60 ppm
Zinc (Zn) (min)	250.00 ppm	250.00 ppm
Vitamin A (min)	3,000 IU/lb	3,000 IU/lb

Check with your local retailer for a list of available IMPACT® products in your area.

IMPACT®
All Stages 14% Horse Feed



A complete sweet feed for performance horses, with forage built in.

Formulated for:
Horses of all ages and activity levels.

Key Features & Benefits:

- **Versatile Formula** that provides premium nutrition for all life stages.
- **High-Quality Protein** and added amino acids support growth and performance.
- **Added Fat** from vegetable oils for sustainable energy and a shiny hair coat.
- **Vitamin & Mineral Fortification** supports bone strength and immune and reproductive function.
- **Balanced Nutrition** to meet your horse's nutrient requirements when fed as directed.
- **Quality Ingredients** that are highly digestible and naturally palatable.
- **Formulated by Ph.D. Equine Nutritionists** with ingredients proven through time and research to support overall horse health.
- **Concentrate Feed** designed to be fed with hay or pasture.
- Offered in textured or pelleted form.

Guaranteed Analysis:

	Textured	Pellet
Crude Protein (min)	14.00%	14.00%
Lysine (min)	0.80%	0.80%
Crude Fat (min)	6.00%	6.00%
Crude Fiber (max)	8.50%	12.50%
Acid Detergent Fiber (ADF) (max)	10.00%	17.00%
Neutral Detergent Fiber (NDF) (max)	22.00%	39.00%
Calcium (Ca) (min)	0.70%	0.70%
Calcium (Ca) (max)	1.20%	1.20%
Phosphorus (P) (min)	0.50%	0.50%
Copper (Cu) (min)	65.00 ppm	65.00 ppm
Selenium (Se) (min)	0.60 ppm	0.60 ppm
Zinc (Zn) (min)	250.00 ppm	250.00 ppm
Vitamin A (min)	3,000 IU/lb	3,000 IU/lb

Check with your local retailer for a list of available IMPACT® products in your area.

IMPACT® Race Track Horse Feed



Formulated for:

Performance and race horses.

Key Features & Benefits:

- **High-Quality Protein** with desirable amino acid profiles to support muscle performance.
- **Provides Multiple Energy Sources** to fuel hard-working race horses.
- **Vitamin & Mineral Fortification** to support bone strength and immune function.
- **Formulated by Ph.D. Equine Nutritionists** with ingredients proven through time and research to support overall horse health and performance.
- **Concentrate Feed** designed to be fed with hay or pasture.

IMPACT® Hay Stretcher Horse Feed



Formulated to:

Stretch or replace hay or pasture for horses.

Key Features & Benefits:

- **Complete Feed** with high-quality forage built in.
- **Vitamin & Mineral Fortification** supports bone strength and immune and reproductive function.
- **Balanced Nutrition** to meet your horse's nutrient requirements when fed as directed.
- **Quality Ingredients** that are highly digestible and naturally palatable.
- **Formulated by Ph.D. Equine Nutritionists** with ingredients proven through time and research to support overall horse health.

Check with your local retailer for a list of available IMPACT® products in your area.

IMPACT® Mature Active Horse Feed



Formulated for:

Mature horses at maintenance through moderate activity.

Key Features:

- **10% Protein** for active horses on high quality forage.
- **Added Fat** from vegetable oils for sustainable energy and a shiny hair coat.
- **Vitamin & Mineral Fortification** supports bone strength and immune and reproductive function.
- **Balanced Nutrition** to meet your horse's nutrient requirements when fed as directed.
- **Quality Ingredients** that are highly digestible and naturally palatable.
- **Formulated by Ph.D. Equine Nutritionists** with ingredients proven through time and research to support overall horse health.
- **Concentrate Feed** designed to be fed with hay or pasture.
- Offered in textured or pelleted form.

Check with your local retailer for a list of available IMPACT® products in your area.

Wellsolve L/S® Horse Feed



Formulated for:

Special needs horses that may benefit from a diet low in starch and sugars.

Key Features & Benefits:

- **Highly Digestible Fibers** provide fermentable fiber to the hindgut as a slow-release energy source with very little to no insulin response.
- **Backed by Six Years of Research** involving 8,768 individual tests and 7,576 feeding trials.
- **Low Starch and Sugar** with no molasses or grain — guaranteed maximum of 11%.

Additional Ingredients & Benefits:

- **Added Antioxidants** to help address the negative effects of free radicals and support a healthy immune system.
- **Proprietary Blend of Amino Acids** to help maintain muscle tone.
- **Blend of Vegetable Oils** to provide essential fatty acids for shine and bloom.
- **Veterinarian Researched** with data published in the Journal of Equine Veterinary Science.
- **Vitamin and Mineral Fortification** to provide 100% of the required vitamins and minerals when fed as directed.*
- **Concentrate Feed** designed to be fed with hay or pasture.



Guaranteed Analysis:

Crude Protein (min)	12.00%
Lysine (min)	0.70%
Crude Fat (min)	5.50%
Crude Fiber (max)	23.00%
Acid Detergent Fiber (ADF) (max)	27.00%
Neutral Detergent Fiber (NDF) (max)	48.00%
Starch (max)	7.00%
Sugars (max)	4.00%
Calcium (Ca) (min)	0.65%
Calcium (Ca) (max)	1.15%
Phosphorus (P) (min)	0.50%
Copper (Cu) (min)	65.00 ppm
Selenium (Se) (min)	0.60 ppm
Zinc (Zn) (min)	220.00 ppm
Vitamin A (min)	3,500 IU/lb
Vitamin E (min)	225 IU/lb
Magnesium (Mg) (min)	0.50%
Biotin (min)	3.60 mg/lb

The Science: Insulin and Glucose Response in Horses

Multiple studies in Quarter Horses at the Purina Animal Nutrition Center in 2006 demonstrated a very low glucose and insulin response when fed WellSolve L/S® horse feed, compared to a higher sugar/starch feed. Additional research showed feeding small mini-meals of feed (2 lbs or less) can also lower insulin responses to feed.

Purina conducted 8,768 individual tests and 7,576 feeding trials over six years to develop WellSolve L/S® horse feed. For more information on our research, visit purinamills.com/horse-feed.

*Based on "Nutrient Requirements of Horses Sixth Revised Edition–2007" published by the National Research Council

Wellsolve W/C® Horse Feed



Formulated for:

Overweight or obese horses who may gain weight on other concentrate feeds.

Key Features & Benefits:

- **Low-Calorie Full-Scoop Formula** in a unique extruded feed form is easy to feed, tastes great and helps satisfy the horse's appetite.
- **Ideal Level of Digestible Energy** to help manage caloric intake and weight control while maintaining a healthy body condition.
- **100% Vitamin and Mineral Fortification** to meet the needs for the weight-prone horse* that may be missing required nutrition due to restricted grazing.
- **Veterinarian Researched** to help reduce body fat and body condition score.
- **Less than 1,000 Calories/lb** to allow the horse to enjoy a larger meal without excess calories.
- **No Molasses or Grains** in a high-quality formula for optimal nutrition.
- **Added Antioxidants** to help support a strong immune system.
- **No Added Fat,** but with enough naturally occurring fatty acids for the fat-soluble vitamin absorption a horse needs.
- **Concentrate Feed** designed to be fed with hay or pasture.

Guaranteed Analysis:

Crude Protein (min)	12.00%
Lysine (min)	0.70%
Crude Fat (min)	1.00%
Crude Fiber (max)	26.00%
Acid Detergent Fiber (ADF) (max)	29.00%
Neutral Detergent Fiber (NDF) (max)	50.00%
Calcium (Ca) (min)	0.85%
Calcium (Ca) (max)	1.30%
Phosphorus (P) (min)	0.60%
Copper (Cu) (min)	65.00 ppm
Selenium (Se) (min)	0.60 ppm
Zinc (Zn) (min)	240.00 ppm
Vitamin A (min)	5,000 IU/lb
Vitamin E (min)	150 IU/lb
Magnesium (Mg) (min)	0.30%
Sodium (Na) (min)	0.10%
Sodium (Na) (max)	0.50%

The Science: Weight Loss in Overweight Horses

A twelve week study at the Purina Animal Nutrition Center with horses fed WellSolve W/C® horse feed in 2007 showed an average weight loss of 50+ pounds, even without exercise. When combined with exercise, horses fed WellSolve W/C® horse feed lost an average of 90+ pounds. For more information on our research, visit purinamills.com/horse-feed.

*Based on "Nutrient Requirements of Horses Sixth Revised Edition–2007" published by the National Research Council

Enrich Plus®
Ration Balancing Feed



Formulated for:

Mature horses who are able to maintain body condition on hay or pasture alone. Also appropriate for growing horses, stallions and early gestation mares that require concentrated nutrition.

Key Features & Benefits:

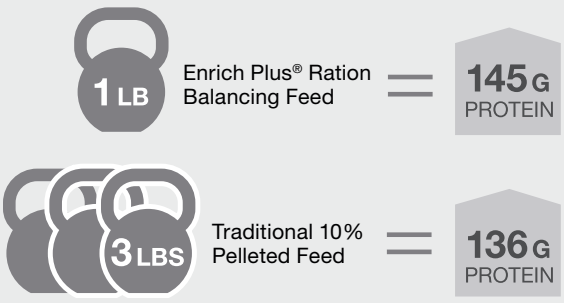
- **Protein, Vitamin and Mineral Fortification** to fill nutritional gaps common in forage or unfortified grains.
- **Formulated for Weight Management** by Ph.D. Equine Nutritionists. Concentrated formula to provide necessary nutrients without excess calories.
- **Low Starch and Sugar:** Concentrated formula with no grain and low starch and sugar.
- **High-Quality Protein** with essential amino acids for growth, development and muscle maintenance and repair.
- **Added Antioxidants** including Selenium and Vitamin E to help address the damaging effects of free radicals.
- **Vegetable Oil** to support a shiny hair coat and healthy skin condition.
- **Quality Ingredients** that are highly digestible and naturally palatable.
- **Corn-Free and Oat-Free** for horses with specific sensitivities.
- **Vitamin and Mineral Fortification** to provide 100% of the required vitamins and minerals when fed as directed.*
- **Concentrate Feed** designed to be fed with hay or pasture.

Guaranteed Analysis:

Crude Protein (min)	32.00%
Lysine (min)	2.70%
Crude Fat (min)	5.00%
Crude Fiber (max)	5.50%
Acid Detergent Fiber (ADF) (max)	8.00%
Neutral Detergent Fiber (NDF) (max)	14.00%
Starch (max)	5.00%
Sugars (max)	10.00%
Calcium (Ca) (min)	3.25%
Calcium (Ca) (max)	4.25%
Phosphorus (P) (min)	1.60%
Copper (Cu) (min)	185.00 ppm
Selenium (Se) (min)	2.00 ppm
Zinc (Zn) (min)	500.00 ppm
Vitamin A (min)	18,000 IU/lb
Vitamin E (min)	600 IU/lb

The Science: Concentrated Nutrition

Because of the low 1-2 lb feeding rate of Enrich Plus® ration balancing feed, protein and other nutrients must make up a larger percentage of the formula to ensure your horse is getting the required nutrition. One pound of Enrich Plus® Ration Balancing Feed provides 145 g of protein, roughly equal to the 136 g of protein in 3 lbs of a traditional 10% pelleted feed.



*Based on "Nutrient Requirements of Horses Sixth Revised Edition–2007" published by the National Research Council

Miniature Horse and Pony Horse Feed



Formulated for:

Miniature horses and ponies who tend to be more metabolically efficient than large horses, but still require the nutrition necessary for growth, gestation, lactation, breeding and competition.

Key Features & Benefits:

- **Purina® Amplify® High-Fat Nugget** contains multiple sources of fatty acids, including flaxseed, stabilized rice bran and vegetable oils, to help maintain body condition, shine and bloom.
- **High-Quality Proteins** with desirable amino acid profile to support strong muscle growth, shiny coat and healthy hooves.
- **Vitamin and Mineral Fortification** provides 100% of the required vitamins and minerals when fed as directed.* No additional supplements are needed.
- **With Added Beet Pulp** as an excellent source of fermentable fiber for slow-release energy.
- **Highly Digestible Ingredients** to provide nutrient density and support proper digestion.
- **Highly Palatable,** premium formulation made with the highest-quality ingredients.
- **Controlled Sugar and Starch** may help address the risk of adverse health effects caused by the management error of overfeeding.
- **Concentrate Feed** designed to be fed with hay or pasture.

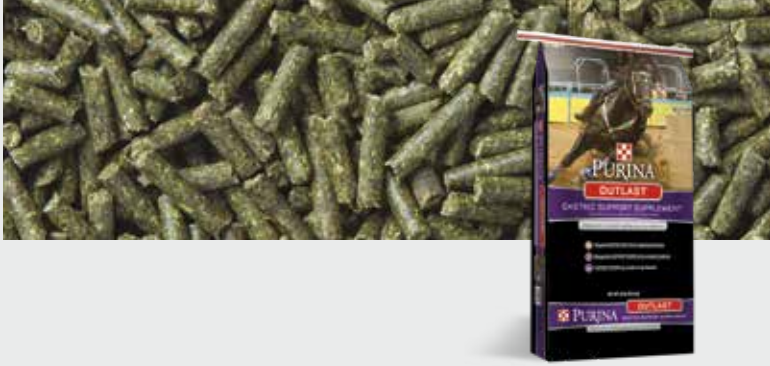
Guaranteed Analysis:

Crude Protein (min)	13.50%
Lysine (min)	0.80%
Crude Fat (min)	4.50%
Crude Fiber (max)	18.00%
Acid Detergent Fiber (ADF) (max)	23.00%
Neutral Detergent Fiber (NDF) (max)	39.00%
Starch (max)	11.00%
Sugars (max)	7.00%
Calcium (Ca) (min)	0.80%
Calcium (Ca) (max)	1.30%
Phosphorus (P) (min)	0.65%
Copper (Cu) (min)	75.00 ppm
Selenium (Se) (min)	0.60 ppm
Zinc (Zn) (min)	270.00 ppm
Vitamin A (min)	6,000 IU/lb
Vitamin E (min)	125 IU/lb



*Based on "Nutrient Requirements of Horses Sixth Revised Edition–2007" published by the National Research Council

Outlast® Gastric Support Supplement



Formulated for:

Horses of all ages to support gastric health and proper pH.

Key Features & Benefits:

- **Supports Gastric Health and Proper pH:** Highly researched blend of ingredients for optimal performance during times of stress. Common activities that may cause gastric discomfort include stall confinement, exercise, transportation, weaning and new environments such as events and shows.
- **Strong Buffering Capacity:** Contains a proprietary mineral complex with a unique honeycomb structure. The porous structure of this natural and bioavailable source of calcium and magnesium increases its surface area and enhances its capacity to support proper gastric pH.
- **Flexible Feeding:** Designed to be top-dressed daily or fed as a snack before a stressful event.
- **Field-tested & Horse-approved:** As part of our rigorous testing process, hundreds of performance horses around the country participated in our nutrition research.

Guaranteed Analysis:

Crude Protein (min)	13.00%
Crude Fat (min)	1.10%
Crude Fiber (max)	17.00%
Acid Detergent Fiber (ADF) (max)	21.00%
Neutral Detergent Fiber (NDF) (max)	35.00%
Calcium (Ca) (min)	4.00%
Calcium (Ca) (max)	5.00%
Phosphorus (P) (min)	0.45%

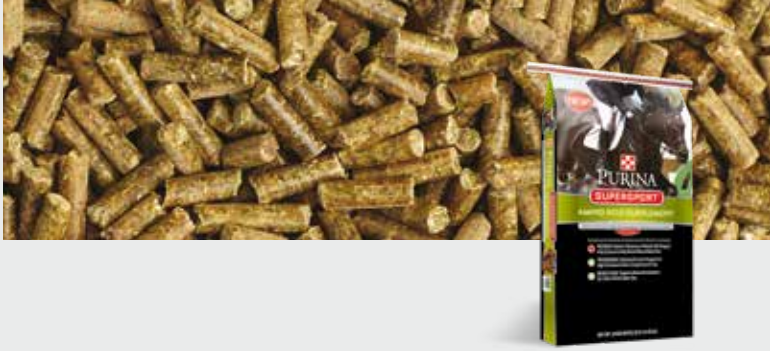
The Research Behind Outlast® Gastric Support Supplement

Purina's PhD Equine Nutritionists have spent hundreds of hours (and counting) researching Outlast® supplement at our state-of-the-art nutrition research farm in Missouri.

Testing in a simulated gastric environment shows Outlast® supplement lasts longer, buffers faster and to a higher pH than other products on the market.



SuperSport® Amino Acid Supplement



Formulated for:

Top equine athletes at any age and in any discipline.

Key Features & Benefits:

- **Scientifically formulated and demonstrated in published research to support:**
  - **Recovery:** More rapid recovery of muscle cell integrity after exercise to help horses bounce back faster.
  - **Performance:** Increased exercise capacity for higher performance over a longer period of time.
  - **Muscle Mass:** Supports muscle development for a more athletic body type.
- **Optimized Amino Acid Profile** includes essential amino acids Lysine, Threonine and Methionine and branched chain amino acids to support muscle development, protection and repair.
- **High-Quality Protein** including whey protein for optimal bioavailability and digestibility.
- **Added Antioxidants** including Vitamin E help address the negative effects of free radicals.
- **Vitamin and Mineral Fortification** is nutritionally balanced to complement the horse's total ration.
- **Grain-Free** formula is suitable for horses requiring a soluble carbohydrate restricted diet.
- **Palatable Pelleted Form** helps encourage consistent intake.

Guaranteed Analysis:

Crude Protein (min)	40.00%
Lysine (min)	3.50%
Crude Fat (min)	2.00%
Crude Fiber (max)	7.00%
Acid Detergent Fiber (ADF) (max)	10.00%
Neutral Detergent Fiber (NDF) (max)	18.00%
Starch (max)	8.00%
Sugars (max)	9.00%
Calcium (Ca) (min)	1.00%
Calcium (Ca) (max)	1.50%
Phosphorus (P) (min)	0.60%
Copper (Cu) (min)	55 ppm
Selenium (Se) (min)	0.60 ppm
Zinc (Zn) (min)	225 ppm
Vitamin A (min)	3,000 IU/lb
Vitamin E (min)	500 IU/lb
Methionine (min)	1.60%
Threonine (min)	2.10%
Vitamin D_3 (min)	1,000 IU/lb



The Science: Recovery and Performance

In a controlled study performed in 2011, horses fed the Purina® SuperSport® supplement showed statistically significant improvements in muscle development, exercise recovery, and overall athletic fitness and performance when compared to horses that were supplemented with a similar level of protein from alfalfa pellets. For more information on this study, visit purinamills.com/horse-feed.

Amplify®
Horse Supplement



Formulated for:

Horses that need extra calories from fat for conditioning, competition, showing and sales preparation. Also appropriate for stallions and gestating and lactating mares.

Key Features & Benefits:

- **Body Condition & Endurance:** 30% fat from rice bran, flaxseed and vegetable oils provides extra calories and helps maintain stamina.
- **Calorically Dense:** Controlled starch, calorie-dense formula allows you to feed less.
- **Optimal Absorption:** Proprietary extruded particle for easy digestion and calorie absorption.
- **Nutritionally Balanced:** Protein, vitamins and minerals to maintain the nutritional balance of the horse's total ration when added to a concentrate feed and forage diet.
- **Added Antioxidants:** Including Vitamin E to help address the damaging effects of free radicals.
- **Shine & Bloom:** Unique blend of fatty acids support optimal skin and haircoat.
- **No Trans-Fats**

Guaranteed Analysis:

Crude Protein (min)	14.00%
Crude Fat (min)	30.00%
Crude Fiber (max)	5.50%
Acid Detergent Fiber (ADF) (max)	7.50%
Neutral Detergent Fiber (NDF) (max)	17.00%
Starch (max)	14.50%
Sugars (max)	5.00%
Calcium (Ca) (min)	1.00%
Calcium (Ca) (max)	1.50%
Phosphorus (P) (min)	0.60%
Copper (Cu) (min)	60.00 ppm
Selenium (Se) (min)	0.60 ppm
Zinc (Zn) (min)	220.00 ppm
Vitamin A (min)	3,000.00 IU/lb
Vitamin E (min)	200.00 IU/lb
Sodium (Na) (min)	0.10%
Sodium (Na) (max)	0.60%
Ash (max)	12.00%



The Science: Optimizing the Palatability of Fat

Although fat can help maintain body condition and optimal skin and hair coat, many fat sources are unpalatable to horses. The precise balance of fat sources and extrusion process that were used to create Amplify® horse supplement deliver a high fat product with optimal palatability. Research conducted in 2012 at the Purina Animal Nutrition Center proved that horses preferred to eat Amplify® horse supplement top-dressed on feed compared to liquid oil. For more information on our research, visit purinamills.com/horse-feed.

Free Balance® 12:12 Mineral



Formulated for:

Horses who are not receiving a balanced concentrate feed and require added vitamins and minerals to balance a pasture or hay-only diet. Also provides additional supplementation for horses with increased nutritional needs, such as growing horses and broodmares.

Key Features & Benefits:

- **Vitamin and Mineral Fortification** provides 100% of the required vitamins and minerals when fed as directed.*
- **Weather-Resistant Granular Technology Delivery System** in loose form helps prevent product from absorbing water or blowing out of the feeder.
- **Vitamin Stability** ensures long-lasting bioavailability.
- **Available in Block and Loose** forms to meet the needs of your feeding program.
- **Added Antioxidants** including Vitamin E to help address the damaging effects of free radicals.
- **Natural Flavoring** that horses love.

Guaranteed Analysis:

Ash (max)	72.00%
Calcium (Ca) (min)	12.00%
Calcium (Ca) (max)	14.00%
Phosphorus (P) (min)	12.00%
Salt (NaCl) (min)	4.50%
Salt (NaCl) (max)	5.50%
Sodium (Na) (min)	1.75%
Sodium (Na) (max)	2.25%
Magnesium (Mg) (min)	1.20%
Potassium (K) (min)	0.40%
Manganese (Mn) (min)	3,400.00 ppm
Cobalt (Co) (min)	9.00 ppm
Copper (Cu) (min)	1,740.00 ppm
Iodine (I) (min)	40.00 ppm
Selenium (Se) (min)	35.00 ppm
Selenium (Se) (max)	36.00 ppm
Sulfur (S) (min)	0.10%
Zinc (Zn) (min)	6,800.00 ppm
Iron (Fe) (min)	4,300.00 ppm
Vitamin A (min)	80,000 IU/lb
Vitamin D (min)	8,000 IU/lb
Vitamin E (min)	1,400 IU/lb



*Based on "Nutrient Requirements of Horses Sixth Revised Edition–2007" published by the National Research Council

Purina®
Horse Treats

Your horses will love the size, shape and flavor of these treats. Purina® Horse Treats are a perfect nutritional complement to any horse feed, so you can feel good about rewarding your horses.

Key Features:

- **Excellent Sizes and Unique Shapes**
- **Highly Palatable**
- **No Added Colors**

Purina® Apple & Oat Flavored Horse Treats

Guaranteed Analysis:

Crude Protein (min)	10.00%
Lysine (min)	0.20%
Crude Fat (min)	3.00%
Crude Fiber (max)	13.00%
Calcium (Ca) (min)	0.60%
Calcium (Ca) (max)	1.10%
Phosphorus (P) (min)	0.45%
Sodium (Na) (min)	0.01%
Sodium (Na) (max)	0.51%
Copper (Cu) (min)	30.00 ppm
Selenium (Se) (min)	0.60 ppm
Selenium (Se) (max)	0.72 ppm
Zinc (Zn) (min)	125.00 ppm
Vitamin A (min)	3,000.00 IU/lb
Vitamin E (min)	50.00 IU/lb



Contains Real Apple



Purina® Carrot & Oat Flavored Horse Treats

Guaranteed Analysis:

Crude Protein (min)	9.00%
Lysine (min)	0.20%
Crude Fat (min)	2.00%
Crude Fiber (max)	3.50%
Calcium (Ca) (min)	0.60%
Calcium (Ca) (max)	1.10%
Phosphorus (P) (min)	0.45%
Sodium (Na) (min)	0.01%
Sodium (Na) (max)	0.51%
Copper (Cu) (min)	30.00 ppm
Selenium (Se) (min)	0.60 ppm
Selenium (Se) (max)	0.72 ppm
Zinc (Zn) (min)	125.00 ppm
Vitamin A (min)	3,000 IU/lb
Vitamin E (min)	50 IU/lb



Contains Real Carrots



Purina® Berry Good® Senior Horse Treats

Guaranteed Analysis:

Crude Protein (min)	12.00%
Lysine (min)	0.40%
Crude Fat (min)	2.50%
Crude Fiber (max)	9.00%
Calcium (Ca) (min)	0.50%
Calcium (Ca) (max)	1.00%
Phosphorus (P) (min)	0.40%
Sodium (Na) (min)	0.01%
Sodium (Na) (max)	0.51%
Copper (Cu) (min)	30.00 ppm
Selenium (Se) (min)	0.60 ppm
Selenium (Se) (max)	0.72 ppm
Zinc (Zn) (min)	125.00 ppm
Vitamin A (min)	4,000 IU/lb
Vitamin E (min)	100 IU/lb
Biotin (min)	2.27 mg/lb



Added Biotin to Help Support Hoof Integrity



Purina® Nicker Makers® Horse Treats

Guaranteed Analysis:

Crude Protein (min)	9.00%
Lysine (min)	0.30%
Crude Fat (min)	6.00%
Crude Fiber (max)	7.00%
Calcium (Ca) (min)	0.50%
Calcium (Ca) (max)	1.00%
Phosphorus (P) (min)	0.45%
Sodium (Na) (min)	0.01%
Sodium (Na) (max)	0.51%
Copper (Cu) (min)	35 ppm
Selenium (Se) (min)	0.60 ppm
Selenium (Se) (max)	0.72 ppm
Zinc (Zn) (min)	140 ppm
Vitamin A (min)	3,000 IU/lb
Vitamin E (min)	50 IU/lb



Contains a hint of molasses



Nutritional Solutions for Your Horse

SITUATION	SOLUTION	FEED FORM	PAGE
RECREATIONAL HORSE	Omolene #100®	Sweet Feed	22-23
	Strategy® GX	Pelleted	18-19
	Strategy® Healthy Edge®	Pelleted/Extruded Mix	20-21
	Enrich Plus®	Pelleted	46-47
	Equine Adult®	Complete Pellet	16-17
PERFORMANCE	Strategy® Healthy Edge®	Pelleted/Extruded Mix	20-21
	Race Ready®	Sweet/Extruded Mix	30-31
	Race Ready® GT	Sweet/Extruded Mix	32-33
	Omolene #200®	Sweet/Extruded Mix	24-25
	Omolene #500®	Sweet/Extruded Mix	28-29
	Strategy® GX	Pelleted	18-19
	IMPACT® Professional Performance	Pelleted	35
	Ultium® Competition	Pelleted/Extruded Mix	4-5
	Ultium® Gastric Care	Pelleted/Extruded Mix	6-7
	Outlast® Gastric Support Supplement	Pelleted	50-51
	Amplify® Supplement	Extruded Nugget	54-55
	SuperSport® Supplement	Pelleted	52-53
	Omolene #400®	Complete Mix	27
BREEDING STALLIONS	Omolene #200®	Sweet/Extruded Mix	24-25
	Strategy® GX	Pelleted	18-19
	IMPACT® Professional Performance	Pelleted	35
	Equine Adult®	Complete Pellet	16-17
PREGNANT MARE	Ultium® Growth	Pelleted/Extruded Mix	8-9
	Strategy® GX	Pelleted	18-19
	IMPACT® Professional Mare & Foal	Pelleted	34
	Omolene #200®	Sweet/Extruded Mix	24-25
	Equine Senior® Active	Pelleted/Extruded Mix	12-13
	Equine Senior®	Complete Mix	10-11
	Enrich Plus®	Pelleted	46-47
LACTATING MARE	Ultium® Growth	Pelleted/Extruded Mix	8-9
	Omolene #300®	Sweet/Extruded Mix	26
	Omolene #200®	Sweet/Extruded Mix	24-25
	Strategy® GX	Pelleted	18-19
	IMPACT® Professional Mare & Foal	Pelleted	34
	Equine Senior® Active	Pelleted/Extruded Mix	12-13
NURSING FOAL	Omolene #300®	Sweet/Extruded Mix	26
	Ultium® Growth	Pelleted/Extruded Mix	8-9
	Strategy® GX	Pelleted	18-19
	IMPACT® Professional Mare & Foal	Pelleted	34
WEANLING TO YEARLING	Ultium® Growth	Pelleted/Extruded Mix	8-9
	Omolene #300®	Sweet/Extruded Mix	26
	Strategy® GX	Pelleted	18-19
	IMPACT® Professional Mare & Foal	Pelleted	34
	Equine Junior®	Complete Mix	14-15
	Enrich Plus®	Pelleted	46-47
YEARLINGS TO 2 YEARS OLD	Omolene #200®	Sweet/Extruded Mix	24-25
	Strategy® GX	Pelleted	18-19
	IMPACT® Professional Performance	Pelleted	35
	Ultium® Growth	Pelleted/Extruded Mix	8-9
	Enrich Plus®	Pelleted	46-47
	Equine Junior®	Complete Mix	14-15

SITUATION	SOLUTION	FEED FORM	PAGE
OLDER HORSE* *Approximately 16 years and up	Equine Senior®	Complete Mix	10-11
	IMPACT® Professional Senior	Complete Pellet	36-37
	Equine Senior® Active	Pelleted/Extruded Mix	12-13
OBESITY - EASY KEEPERS Note: Recommend veterinary visit to check for metabolic disorders.	Equine Adult®	Complete Pellet	16-17
	Enrich Plus®	Pelleted	46-47
	WellSolve W/C®	Extruded Particle	44-45
	Free Balance® 12:12 Vitamin and Mineral Supplement	Granular	56-57
CARB-SENSITIVE HORSES Note: Recommend veterinary visit to check for metabolic disorders.	WellSolve L/S®	Pelleted	42-43
	Ultium® Competition	Pelleted/Extruded Mix	4-5
	Ultium® Gastric Care	Pelleted/Extruded Mix	6-7
	Equine Senior® Active	Pelleted/Extruded Mix	12-13
	IMPACT® Professional Performance	Pelleted	35
	Strategy® Healthy Edge®	Pelleted/Extruded Mix	20-21
	Enrich Plus®	Pelleted	46-47
	Equine Adult®	Complete Pellet	16-17
UNDERWEIGHT HORSES	Omolene #200®	Sweet/Extruded Mix	24-25
	Omolene #500®	Sweet/Extruded Mix	28-29
	Strategy® GX	Pelleted	18-19
	IMPACT® Professional Performance	Pelleted	35
	Equine Senior® Active	Pelleted/Extruded Mix	12-13
	Ultium® Competition	Pelleted/Extruded Mix	4-5
	Ultium® Gastric Care	Pelleted/Extruded Mix	6-7
	Amplify® Supplement	Extruded Nugget	54-55
	Equine Junior®	Complete Mix	14-15
	Equine Senior®	Complete Mix	10-11
	IMPACT® Professional Senior	Complete Pellet	36-37
PONIES/ MINIATURES	Miniature Horse and Pony	Pelleted/Extruded Mix	48-49
	Omolene #100®	Sweet Feed	22-23
	Omolene #200®	Sweet/Extruded Mix	24-25
	Omolene #300®	Sweet/Extruded Mix	26
	Strategy® Healthy Edge®	Pelleted/Extruded Mix	20-21
	Strategy® GX	Pelleted	18-19
	Equine Adult®	Complete Pellet	16-17
	Enrich Plus®	Pelleted	46-47
DRAFT HORSES	Omolene #100®	Sweet Feed	22-23
	Strategy® Healthy Edge®	Pelleted/Extruded Mix	20-21
	Equine Adult®	Complete Pellet	16-17
	Ultium® Competition	Pelleted/Extruded Mix	4-5
	Ultium® Gastric Care	Pelleted/Extruded Mix	6-7
	Strategy® GX	Pelleted	18-19
	IMPACT® Professional Performance	Pelleted	35
	Omolene #200®	Sweet/Extruded Mix	24-25
	Omolene #500®	Sweet/Extruded Mix	28-29
	Enrich Plus®	Pelleted	46-47
HEAVE-PRONE OR ALLERGIC HORSES	Omolene #400®	Complete Mix	27
	Equine Senior®	Complete Mix	10-11
	IMPACT® Professional Senior	Complete Pellet	36-37

For other special needs such as Insulin Resistance, Cushing's Syndrome (PPID), Laminitis and Metabolic Syndrome, see your Purina® Feed Dealer or Equine Specialist.

Starch, Sugars, Fat and Calories in Diets

FEED GREATNESS®

WellSolve L/S®	Pelleted	Provides very low Starch/Sugar (maximum 11% Starch and Sugar guaranteed), moderate fat and moderate calorie content
WellSolve W/C®	Extruded Particle	Provides very low Starch/Sugar, very low fat and very low calorie content
Enrich Plus®	Pelleted	Provides very low Starch/ Sugar and few calories to the diet due to the low feeding rate
Ultium®	Pelleted/Extruded Mix	Provides low Starch/Sugar, very high fat and very high calorie content
Ultium® Gastric Care	Pelleted/Extruded Mix	Provides low Starch/Sugar, high fat and high calorie content
IMPACT® Professional Performance	Pelleted	Provides low Starch/Sugar, high fat and high calorie content
Strategy® Healthy Edge®	Pelleted/Extruded Mix	Provides low Starch/Sugar, high fat and moderate calorie content
Equine Senior® Active	Pelleted/Extruded Mix	Provides low Starch/Sugar, high fat and high calorie content
IMPACT® Professional Mare & Foal	Pelleted	Provides low Starch/Sugar, moderate fat and moderate/high calorie content
Ultium® Growth	Pelleted/Extruded Mix	Provides low/moderate Starch/Sugar, high fat and high calorie content
Strategy®	Pelleted	Provides low/moderate Starch/Sugar, moderate fat and moderate/high calorie content
Omolene #500®	Sweet/Extruded Mix	Provides moderate Starch/Sugar, high fat and high calorie content

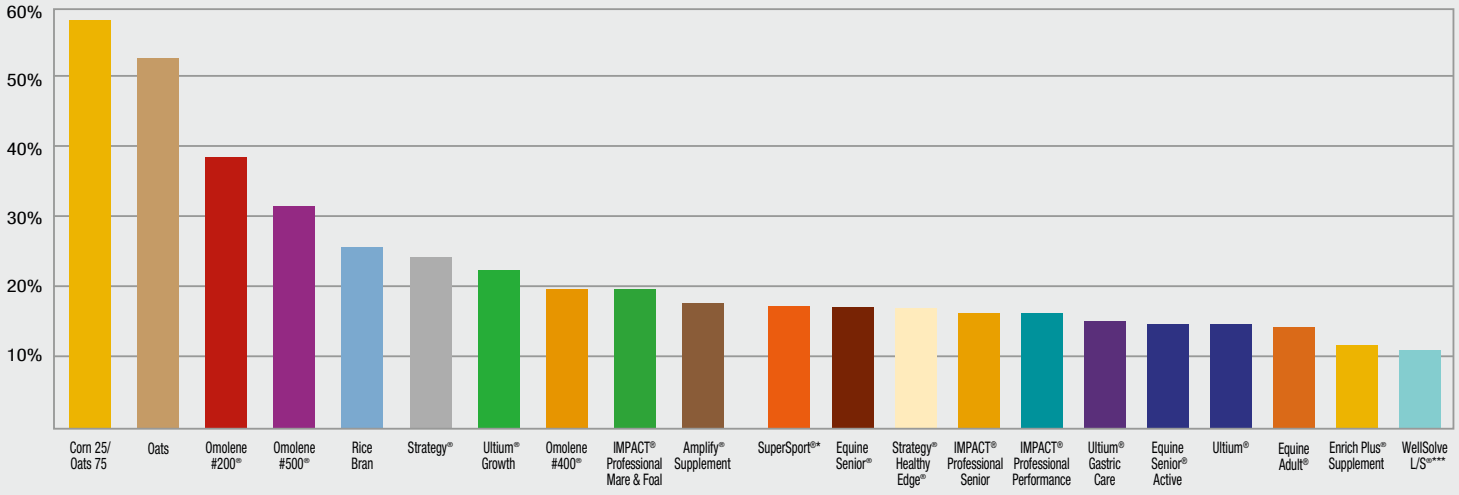
COMPLETE FEEDS

Equine Junior®	Complete Mix	Provides low Starch/Sugar, moderate fat, and moderate calorie content
Equine Adult®	Complete Pellet	Provides low Starch/Sugar, moderate fat, and low calorie content
Equine Senior®	Complete Mix	Provides low Starch/Sugar, moderate fat, and moderate calorie content
IMPACT® Professional Senior	Complete Pellet	Provides low Starch/Sugar, high fat and high calorie content
Omolene #400®	Complete Sweet/ Extruded Mix	Provides low/moderate Starch/Sugar, moderate fat, and moderate/high calorie content

SUPPLEMENTS

Amplify®	Extruded Supplement	Provides low Starch/Sugar, very high fat, and very high calorie content
SuperSport®	Pelleted Supplement	Provides low starch/sugar and few calories to the diet due to the low feeding rate

Starch and Sugars, %* (% Starch + ESC)**



** Values from sugar and starch analyses will vary. A specific number is not reliable, but ranges will be consistent.*

***Average values from starch analysis + ethanol soluble carbohydrates (ESC). ESC is a chemical analysis that separates sugars and short chain fructans.*

****Values for WellSolve L/S® determined by starch analysis + HPLC analysis of individual sugars (glucose, sucrose, fructose and lactose).*

Body Condition Scoring

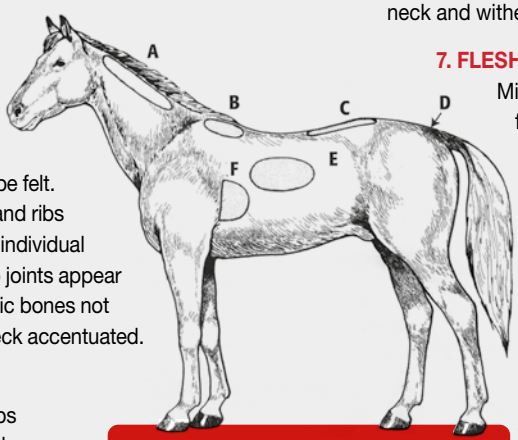
FEED GREATNESS™

1. POOR
Extremely emaciated. Spinous processes, ribs, tailhead, hip joints, and lower pelvic bones project prominently; bone in withers, shoulders and neck are easily noticed. No fatty tissue can be felt.

2. VERY THIN
Emaciated. Slight fat covers base of spinous processes, transverse processes of lumbar vertebrae feel rounded. Spinous processes, ribs, tailhead, hip joints, and lower pelvic bones are prominent. Withers, shoulders and neck structure faintly discernable.

3. THIN
Fat buildup about halfway on spinous processes. Transverse processes cannot be felt. Slight fat covers ribs. Spinous processes and ribs easily discernable; tailhead prominent but individual vertebrae cannot be identified visually. Hip joints appear rounded but easily discernable; lower pelvic bones not distinguishable. Withers, shoulders and neck accentuated.

4. MODERATELY THIN
Slight ridge along back. Faint outline of ribs discernable. Tailhead prominence depends on conformation, but fat can be felt around it. Hip joints not discernable. Withers, shoulders and neck not obviously thin.



A. Along the neck
B. Along the withers
C. Crease down back
D. Tailhead
E. Ribs
F. Behind shoulder

5. MODERATE
Back is flat; ribs easily felt, but not visually distinguishable. Fat around tailhead feels a bit spongy. Withers round over spinous processes; shoulders and neck blend smoothly into body.

6. MODERATELY FLESHY
May have slight crease down back. Fat over ribs spongy; fat around tailhead soft. Small fat deposits behind shoulders and along sides of neck and withers.

7. FLESHY
Might have slight crease down back. Individual ribs can be felt, but noticeable filling between ribs with fat. Fat around tailhead soft; fat deposited along withers, behind shoulders and along neck.

8. FAT
Crease down back. Difficult to feel ribs. Fat around tailhead very soft; area along withers filled with fat. Area behind shoulder filled with fat, noticeable thickening of neck. Fat deposited along inner thighs.

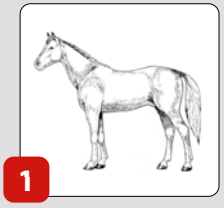
9. EXTREMELY FAT
Obvious crease down back. Patchy fat appears over ribs. Bulging fat around tailhead, along withers, behind shoulders and along neck. Fat along inner thighs may rub together. Flank filled with fat.

BODY CONDITION SCORING
Body condition influences everything in your horse's life, from reproductive efficiency, to performance, to good health. By using Body Condition Scoring, you can find out what kind of shape your horse is in, and work to improve the score. Scoring focuses on critical areas of the body, based on palpable fat and visual appearance.

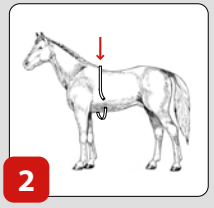
IDEAL SCORES
Most horses, including performance horses and growing horses, should be in a body score of 5-6. For optimum reproductive efficiency, broodmares should be a 5-7, and not allowed to lose condition such that they are below a 5 during breeding season.

Horses over a condition score of 7 may be at a greater risk for developing metabolic disorders such as insulin resistance.

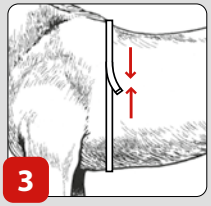
HOW TO USE YOUR WEIGHT TAPE



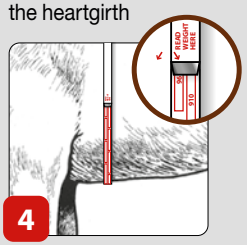
Stand horse square



Place tape around the heartgirth



Snug up the tape



Read the number to get the weight

Purina® FeedGuard® Nutrition System

Committed to Making the Best Possible Feeds

At Purina®, our feeds are fed to hundreds of thousands of animals every day. Animals that rely on us to help them be their best. That's why our feeds are made with the Purina® FeedGuard® Nutrition System. It's our satisfaction guarantee that your animals get the consistent, high-quality nutrition they need every day.

- **Constant Nutrition® Formulation:** The actual nutrition in any type of ingredient can vary for countless reasons, so we formulated our feed for optimal nutrition instead of by individual ingredients.
- **Top Quality Ingredients:** We source only the best ingredients and only purchase those that meet our stringent quality standards. In fact, every year, thousands of tons of ingredients that don't meet our strict nutritional standards are sent away.
- **Perfected at the Mill:** We use near infrared reflectance (NIR) technology to measure—and compensate—for the actual nutrient levels in ingredients at many of our mills. Not at a far-off supplier or in a random lab.
- **Satisfaction Guaranteed:** We stand behind every bag of feed we sell. If any bag of Purina® feed you buy fails to meet or exceed your expectations, we'll give you your money back.

Purina® FeedGuard® Nutrition System is our assurance that Purina® Feed can give your animals the nutrition they need to be their best.



The Value of Feeding Purina®

Calculate the Value of Feeding Purina®

A lower price for a bag of feed doesn't always mean a better value. The concentrated nutrition of Purina® feeds means that in many cases, you can feed less and still give your horse more complete nutrition. How much will it cost per day to feed your horse?

	Feed #1	Feed #2	Feed #3
Fill in your Current Horse Feed			
A. Retail Cost			
B. Retail Cost per lb. (Row A / lbs. per bag)			
C. Pounds of Feed (fed per day)			
D. Feed Cost per Day (Row C x B)			
E. Supplement Cost (per day)			
F. Cost to Feed per day (Row D+E)			









Guarantee

Purina appreciates your business. If for any reason you are not satisfied with the quality of the product, please return it to your authorized Purina® retailer for replacement or a full refund. The product guarantee only honors the original purchaser of Purina® products who buy the products directly from an authorized Purina® retailer.

FEED GREATNESS®

Horse Feed Product Guide

ITEM #	FORMULA #	PRODUCT NAME	PAGE
0058528	35QZ	Ultium® Competition Horse Formula	4-5
3004519-506	35XX	Ultium® Gastric Care Formula	6-7
0041885	353R	Ultium® Growth Horse Formula	8-9
3003277-506	35YC	Equine Senior® Horse Feed	10-11
3003276-506	35YB	Equine Senior® Active Horse Feed	12-13
0032979	352P	Equine Junior® Horse Feed	14-15
3003275-206	35YA	Equine Adult® Horse Feed	16-17
3004620-206	35WS	Strategy® Professional Formula GX Horse Feed	18-19
3004621-506	35WR	Strategy® Healthy Edge® Horse Feed	20-21
0032982	352G	Omolene #100® Horse Feed	22-23
0032984	352H	Omolene #200® Horse Feed	24-25
0032985	352J	Omolene #300® Horse Feed	26
0032986	352K	Omolene #400® Horse Feed	27
0032987	352M	Omolene #500® Horse Feed	28-29
0032988	352R	Race Ready® Performance Horse Feed	30-31
3004518-506	35XW	Race Ready® GT Formula	32-33
3004512-206	35XP	IMPACT® Professional Mare & Foal Horse Feed	34
3006066-206	35MD	IMPACT® Professional Performance Horse Feed	35
3004514-206	35XR	IMPACT® Professional Senior Horse Feed	36-37
3004501-206	35XB	IMPACT® All Stages 12% Pelleted Horse Feed	38
3004502-506	35XC	IMPACT® All Stages 12% Textured Horse Feed	38
3004503-206	35XE	IMPACT® All Stages 14% Pelleted Horse Feed	39
3004504-506	35XF	IMPACT® All Stages 14% Textured Horse Feed	39
—	—	IMPACT® Race Track Textured Horse Feed	40
3004507-206	35XJ	IMPACT® Hay Stretcher Pelleted Horse Feed	40
—	—	IMPACT® Mature Active Horse Feed	41
0066924	35SW	WellSolve L/S® Horse Feed	42-43
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3002564-206	35ML	Enrich Plus® Ration Balancing Feed	46-47
0045854	354J	Miniature Horse and Pony Horse Feed	48-49
3004500-205	35XA	Outlast® Gastric Support Supplement	50-51
3002910-203	35UX	SuperSport® Amino Acid Supplement	52-53
3004870-706	35HC	Amplify® Supplement – Bag	54-55
3004870-720	35HC	Amplify® Supplement – Pail	54-55
3002464-103	35FE	Free Balance® 12:12 Supplement – Bag	56-57
0067113	350A	Free Balance® 12:12 Supplement – Block	56-57
3003259-746	35BG	Apple & Oat Horse Treats, 3.5 lb	58
3003259-742	35BG	Apple & Oat Horse Treats, 15 lb	58
3003258-746	35BZ	Carrot & Oat Horse Treats, 2.5 lb	58
3003257-746	35BC	Berry Good® Horse Treats, 3 lb	59
3003257-742	35BC	Berry Good® Horse Treats, 15 lb	59
3003256-746	35AY	Nicker Makers® Horse Treats, 3.5 lb	59
3003256-742	35AY	Nicker Makers® Horse Treats, 15 lb	59

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