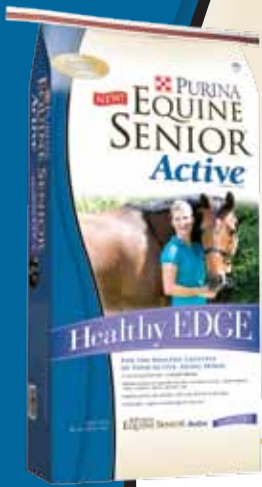


**NEW!**

# PURINA® EQUINE SENIOR® Active

Healthy EDGE

HORSE FEED



## FOR THE HEALTHY LIFESTYLE OF YOUR ACTIVE, AGING HORSE



*Supports health and well-being of active, aging horses that can effectively chew and digest forages.*

Based on over 15 years of Purina Equine Research, original Purina® Equine Senior® horse feed remains the industry gold standard in senior horse health and nutrition. Today, new findings suggest that healthy aging horses may benefit from a diet designed with controlled starch and sugar, and balanced nutrients to support their active lifestyles. Introducing Purina® Equine Senior® Active Healthy Edge® horse feed for the caring owner of an active aging horse. Purina® Equine Senior® Active Healthy Edge® is a concentrated, pelleted feed that will help ensure you and your horse enjoy more quality years together. This diet is designed for moderate activity with a high fat and fiber, controlled starch and sugar formula, that delivers all the vitamins and minerals your active aging horse needs. This feed gives you confidence that you are providing balanced nutrition and support.

### FEATURE

### BENEFIT



**Purina® Amplify® Nugget** - Patented, high fat, extruded particle that contains a proprietary blend of vegetable oils, flax seed and rice bran for an optimal fatty acid profile.



**Special blend of fiber sources including beet pulp** to help maintain the aging horse's body condition and support normal digestive function.



**High levels of vegetable oils** for an appealing body condition and shiny coat.



**More calories from fat, less from sugar** - Provides a diet lower in nonstructural carbohydrates that may help aging horses with difficulty managing blood sugar levels.



**Proprietary amino acids: The building blocks of proteins**, that support strong muscle growth, shiny coat and healthy hooves.



**Superior, consistent, natural nutrition**



Purina® Equine Senior® Active Healthy Edge® horse feed **is designed to be fed with hay and/or pasture.**



**Vitamin & mineral package** - Designed to meet the nutritional needs of active aging horses, helps support joint condition and immune function.\*



**Provides 100% of the required nutrients** for horses when fed as directed\* so no additional supplements are necessary. \*Based on "Nutrient Requirements of Horses Sixth Revised Edition - 2007" published by the National Research Council



**The FeedGuard® Nutrition System** is one of the industry's most innovative and exacting quality assurance programs. It can help deliver the trust, quality and performance that horse lovers demand every day.



Thanks to extensive research and field testing, Purina has learned how certain nutritional advantages can help horses be more active and productive during their lifetimes, even with the added stress of training regimens, performance expectations and aging.

The Purina® Amplify® Nugget is a palatable, high-fat, extruded particle providing calories for weight gain, performance, lactation and sales prep in a nutritionally balanced formulation that has controlled carbohydrate levels.

This *Patented* feed supplement can be found only in Purina® Horse Feeds including Equine Junior®, Equine Senior®, Omolene #200®, #300®, #400®, #500® and Strategy® Healthy Edge® horse feeds; and Ultium® Competition and Ultium® Growth Horse Formulas.

### FEATURES OF THE PURINA® AMPLIFY NUGGET INCLUDE:

- Balanced nutritional fortification
- Palatable, extruded particle for easy digestion and calorie absorption
- Proprietary blend of vegetable oils, flax seed and rice bran create an optimal fatty acid profile
- No trans-fats
- Added amino acids help promote healthy hair coats, skin and hooves
- Calorie dense formula provides more calories per mouthful, allowing you to feed less

To learn more about the Purina® Amplify® Nugget visit our web site at [www.horse.purinamills.com](http://www.horse.purinamills.com)

Purina Mills, LLC

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## GUARANTEED ANALYSIS

Crude Protein, min .....	14.00%	Sodium (Na), min .....	0.10%
Lysine, min .....	0.90%	Sodium (Na), max .....	0.60%
Fat, min .....	8.00%	Copper (Cu), min .....	80.00 ppm
Fiber, max .....	18.00%	Zinc (Zn), min .....	280.00 ppm
Calcium (Ca), min .....	1.10%	Selenium (Se), min .....	0.60 ppm
Calcium (Ca), max .....	1.30%	Vitamin A, min .....	3,000.00 IU/lb
Phosphorus (P), min .....	0.60%	Vitamin E, min .....	125.00 IU/lb

## DAILY FEEDING CHART

*Designed to be fed with hay or pasture*

LIFESTYLE	WEIGHT OF HORSE IN POUNDS				
	600 lbs	800 lbs	1,000 lbs	1,200 lbs	1,400 lbs
<b>Minimum Hay or Equivalent Pasture**</b>	7.00	9.50	12.00	14.50	17.00
	(lbs/day)				
	<b>Equine Senior® Active Healthy Edge® horse feed (lbs/day)***</b>				
<b>Maintenance - Minimum Activity</b>	2.00	2.50	3.25	3.75	4.50
<b>Maintenance - Average Activity</b>	2.75	3.50	4.25	5.00	5.75
<b>Maintenance - Elevated Activity</b>	3.25	4.25	5.25	6.25	7.25
<b>Light Work</b>	4.00	5.25	6.50	7.75	9.00
<b>Moderate Work</b>	5.50	7.25	9.00	10.75	12.50
<b>Early Gestation (first 250 days)</b>	2.75	3.75	4.50	5.50	6.25
<b>Late Gestation (last 90 days)</b>	4.25	5.50	6.75	8.00	9.25
<b>Breeding Stallion</b>	4.75	6.25	7.75	9.50	10.75

\*\*This is the recommended minimum amount of hay to be fed. If feeding more hay, reduce the feeding rate of Equine Senior® Active Healthy Edge® horse feed by 1.0 lb for every additional 2.0 lbs of hay fed. EXAMPLE: Using the chart above, if feeding 14 lbs instead of 12 lbs of hay to a 1,000 lb maintenance-elevated activity level horse, reduce Equine Senior® Active Healthy Edge® horse feed offered by 1.0 lb from 5.25 to 4.25 lbs per day (2.0 lbs of additional hay divided by 2.0 lbs = 1.0 lb less of Equine Senior® Active Healthy Edge® horse feed).

\*\*\*Do not feed less than 0.3 lbs per 100 lbs of body weight per day. EXAMPLE: A 1,000 lb horse has ten 100 lb increments (1,000 divided by 100 = 10). So for this horse, do not feed less than 3 lbs per day (10 x 0.3 = 3.0 lbs per day). If your horse gains too much weight at that minimum feeding rate, then you should replace Equine Senior® Active Healthy Edge® horse feed with Purina's Nature's Essentials® Enrich 12® or Enrich 32® Horse Supplement.

## IMPORTANT CONSIDERATIONS:

1. Any feed changes should be made gradually over a period of 7 to 10 days. Mix the new feed with the old, gradually increasing the amount of the new feed while decreasing an equal amount of the old. Changes in the rate of feeding should not exceed 1 lb per day for each horse. Feed at regular times – at least twice daily – with three daily feedings preferred. Be sure to weigh your feed using a scale. A small scale can be purchased in the fishing department of many sporting goods stores.
2. Reduce and/or delay feeding a horse which is hot, excited or showing pain, has fever or diarrhea. Consult your veterinarian if any problems arise. Prevent rapid eating.
3. Let horses feed in natural position from large feed containers.
4. Have plenty of fresh, clean water available at all times.
5. Store in a dry, well-ventilated area protected from rodents and insects. Do not feed moldy or insect-infested feed to animals as it may cause illness or death.
6. Observe horses daily. Consult your veterinarian for proper preventative health care. Maintain a regular deworming and vaccination program.
7. Feeding added selenium resulting in total diet levels in excess of 0.3 ppm is prohibited.



*There is no specific age that dictates when the horse becomes "Senior". Their nutritional needs are a function of the teeth and digestive tract. When your horse is no longer able to effectively chew adequate roughage to meet his needs, switch to original Purina® Equine Senior® horse feed. It contains all the nutrients your older senior horse needs including a special blend of fiber sources, beet pulp and top-quality hay. It is easy to chew and digest regardless of teeth quality or digestive condition.*