

NEW!

# PURINA<sup>®</sup> EQUINE SENIOR<sup>®</sup>

HORSE FEED

*Dear Senior Horse Lover:*

Your older horse has been with you for a long time. Make sure he's with you for many more quality years with NEW Purina<sup>®</sup> Equine Senior<sup>®</sup> horse feed. Not only will your horse benefit, but Purina<sup>®</sup> Equine Senior<sup>®</sup> gives you comfort knowing you are providing the best nutrition for your older horse.

***Purina's Equine Senior<sup>®</sup> is the #1 Veterinarian Recommended senior horse feed in America. In fact, a 2008 independent study indicated 4 out of 5 AAEP equine veterinarians recommend Purina<sup>®</sup> Equine Senior<sup>®</sup> horse feed to their clients with older horses.***

Aggressive senior horse research indicated Purina could improve upon Equine Senior<sup>®</sup>, the industry's original and best senior horse feed. So this spring, they are proud to launch a new enhanced formula. ***It's the same great Equine Senior<sup>®</sup> you love and trust, but with several important enhancements.*** This new formulation has undergone extensive studies with senior horses having unique nutritional needs at the Purina Equine Research Facility in Gray Summit, Missouri and at several field trial locations across the country with great response.

New Purina<sup>®</sup> Equine Senior<sup>®</sup> horse feed delivers complete balanced nutrition including forage (hay is built in) for aging horses who may have problems chewing and digesting feed. And now, new **Easy Soak<sup>™</sup> Pellet Technology** makes it even easier to make a mash for those seniors with severe dental problems. Plus, horses continue to love the taste and thrive on the superior nutrition.

**Check out these key improvements to new Purina<sup>®</sup> Equine Senior<sup>®</sup> horse feed:**

- **New blend of fiber sources, including beet pulp and top quality hay** – aids digestion
- **More calories from fat and fiber, less from starch and sugar** – helps aging horses manage blood sugar levels
- **Unique blend of plant oils, flax seed & rice bran** – Optimal fatty acid profile promotes shinier coat, healthier skin and improved body condition
- **Added antioxidants, including Vitamin C and natural source Vitamin E** help support a healthy immune system

You will notice that the new enhanced formulation may look a little different than before, but don't worry. The appearance is directly related to the beet pulp, which is a great digestible fiber source that helps prevent stomach upset, and also absorbs some of the lower starch and sugar soy oil-blended molasses, giving a richer appearance. Studies show this doesn't compromise palatability at all, and actually helps reduce bricking in colder climates.

Today, after 480 million feedings, Purina<sup>®</sup> Equine Senior<sup>®</sup> horse feed remains the gold standard in senior horse health and nutrition. If you have any questions about the new formulation, please call Purina's helpful customer service department at 1-800-227-8941 or your local Purina<sup>®</sup> Feed Dealer. To find the dealer nearest you, visit [www.horse.purinamills.com](http://www.horse.purinamills.com).

Thank you for interest – and trust – in Purina<sup>®</sup> Equine Senior<sup>®</sup> horse feed.

