

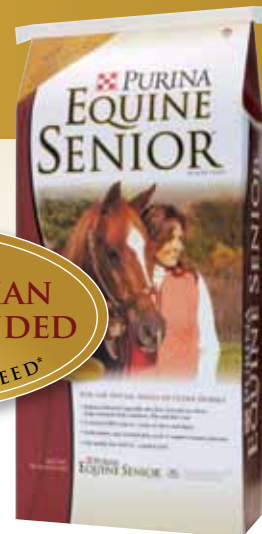
CONTAINS PATENTED AMPLIFY® NUGGET  
WITH ENHANCED OMEGA 3 AND 6!

# PURINA EQUINE SENIOR®

HORSE FEED

#1 VETERINARIAN  
RECOMMENDED  
SENIOR HORSE FEED\*

\*4 out of 5 equine veterinarians  
recommend Purina's Equine  
Senior® horse feed to their  
clients with senior horses.



## FOR THE SPECIAL NEEDS OF OLDER HORSES

*Purina® Equine Senior® horse feed gives you comfort knowing you are providing the best nutrition for your horse. It is the trusted original senior horse feed leading the way to ensure you and your horse enjoy more quality years together.*

Purina® Equine Senior® horse feed is formulated to deliver complete balanced nutrition, including forage, to the aging horse with problems chewing and digesting feed due to older age. The unique **Easy Soak™ Pellet Technology** makes it easy to chew, and is more digestible than whole grains, hay or pasture. Plus, horses love the taste.

Purina® Equine Senior® horse feed was created at the Purina Equine Research Facility over 15 years ago. It was the first senior horse feed produced wherein scientific clinical studies and palatability trials were conducted to address the specific nutritional needs of aging horses. With research protocols that span over 10 years and involve Ph.D. Equine Nutritionists and Veterinarian Researchers, this senior feed continues to lead the way in contributing to longer, healthier lives for America's senior horses. And today, 480 million feedings later, Purina® Equine Senior® horse feed remains the industry gold standard in senior horse health and nutrition.

### FEATURE

### BENEFIT



**Create a mash in 2 minutes with warm water** - this complete pellet breaks down quickly, making it easy to chew and swallow for horses with dental problems or no teeth.



**Special blend of fiber sources including beet pulp and top quality hay** helps maintain the senior horse's body condition and aid in normal digestive function.



**Quality hay built in** helps senior horses get the fiber they need when dental problems or no teeth prevent them from eating forage.



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



**Vitamins & minerals package** designed to meet the specific nutritional needs of aging horses, helps aid in stronger bones and immune function.\*

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



**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.



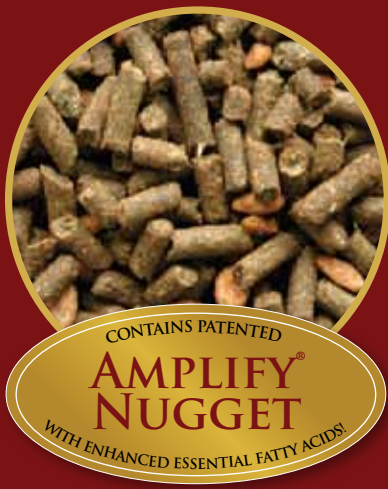
**Added antioxidants including Vitamin C, and Natural Source Vitamin E**, help support a healthy immune system.



**Unique blended molasses** - Instead of using straight cane molasses which is higher in sugar, Equine Senior® horse feed contains a unique blend of molasses and soy oil for a higher fat molasses that horses love to eat.



**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® and Equine Senior® horse feeds.

**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)

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**GUARANTEED ANALYSIS**

Crude Protein (min).....	14.00%
Lysine (min).....	0.70%
Crude Fat (min).....	5.50%
Crude Fiber (max).....	17.00%
Calcium (min).....	0.60%
Calcium (max).....	0.80%
Phosphorus (min).....	0.40%
Copper (min).....	55.00 ppm
Selenium (min).....	0.30 ppm
Zinc (min).....	220.00 ppm
Vitamin A (min).....	3,500.00 IU/lb
Vitamin E (min).....	140.00 IU/lb

**DAILY FEEDING CHART**

**Daily Feeding Chart** – Amount to be fed daily when no roughage is fed along with Equine Senior® horse feed.

LIFESTYLE	WEIGHT OF HORSE IN POUNDS				
	600 lbs	800 lbs	1,000 lbs	1,200 lbs	1,400 lbs
	<b>Equine Senior® horse feed (lbs/day)</b>				
<b>Maintenance</b>	8.00 lbs	10.75 lbs	13.50 lbs	16.25 lbs	18.75 lbs
<b>Light Work</b>	9.00 lbs	11.75 lbs	14.75 lbs	17.75 lbs	20.75 lbs
<b>Moderate Work</b>	10.25 lbs	14.00 lbs	17.25 lbs	20.75 lbs	24.25 lbs
<b>Lactating Broodmare</b>	14.00 lbs	18.75 lbs	23.50 lbs	28.25 lbs	33.00 lbs
<b>Breeding Stallion</b>	9.75 lbs	13.00 lbs	16.25 lbs	19.50 lbs	22.50 lbs

*Feeding recommendations are based on average daily requirements for horses of different body weights. Actual feeding rates required to adequately maintain good condition of individual horses will be affected by individual metabolism and progression rate of aging processes. Therefore, feeding rates may need to be gradually adjusted in some horses according to body condition. Aging horses unable to maintain adequate body condition when being fed the recommended amount of Equine Senior® horse feed should be examined by a veterinarian to determine the presence of potential health issues. Do not feed more than 6 lbs in one feeding and do not feed free choice. Do not mix with oats.*

**FEEDING CHANGES** – Make any feed changes gradually over a period of 7-10 days. Changes in the feeding rate 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.

**FEEDING EQUINE SENIOR® HORSE FEED WITH FORAGE** – Good quality hay or pasture may be fed along with Equine Senior® horse feed. Make sure your horse is free of dental problems and can effectively chew and utilize the forage. Reduce the amount of Equine Senior® horse feed by 1 lb for every 1.5-2.0 lbs of hay consumed by your horse.

**Example:** Using the chart above, a 1,000 lb maintenance horse eating no hay would be offered 13.0 lbs of Equine Senior® horse feed. If the horse is eating 10 lbs of hay, then he should be offered 6.6 lbs less of Equine Senior® horse feed (10 lbs of hay divided by 1.5 equals 6.6 lbs less of feed). So in this scenario, the horse should be offered 6.4 lbs of Equine Senior® horse feed (13.0 minus 6.6 equals 6.4). The horse should eat a minimum of 6 lbs of Equine Senior® horse feed per day to meet the minimum daily protein, vitamin and mineral requirements. For best results, do not feed more than 1 lb of hay per 100 lbs of your horse’s body weight when feeding Purina® Equine Senior® horse feed.

Do not feed less than 6 lbs of Equine Senior® horse feed per day when fed with hay. If your horse becomes overweight eating this minimum amount of feed, then choose a different Purina® horse feed product. Purina’s Nature’s Essentials® Enrich 12® and Enrich 32® horse supplements are designed to meet protein, vitamin and mineral needs in horses that can maintain body condition with hay or pasture alone or need very small amounts of feed.