

Nature's Essentials™ Supplements - Complimenting Nature

Optimum nutrition for horses is best provided by feeding completely fortified diets like Omolene®, Strategy® and Horseman's Edge®. However, many horse owners feed straight oats or unfortified grains and/or have substantial supplies of hay or pasture. In addition, many horse owners feel the need to provide additional supplementation to tweak individual horse's diets. For various reasons, horse owners often want to feed supplements. In fact the supplement business is now a \$700 million industry.

Purina Nature's Essentials™ supplement line began with Mare & Maintenance™ and Born to Win™ supplements. Two great products for providing the protein, vitamins and minerals lacking in straight grain or all forage diets. Many horse owners have found these products to be perfect for feeding easy keepers, horses that maintain body condition on hay or pasture alone. These horses wouldn't be able to eat the recommended amounts of completely fortified diets like Omolene® or Strategy® without gaining too much weight, and would be short on nutrients if they were fed only 1 – 2 lbs of these products. Nature's Essentials Mare & Maintenance™ and Born to Win™ are also useful for horses needing low starch and sugar diets because they contain no corn, are low in starch and sugar and only need to be fed at 1 – 2 lb feeding rates for most horses.

Now, the successful Nature's Essentials™ supplement line is being extended to include two new products, Amplify™ and Free Balance™. Nature's Essentials Amplify™ Supplement is an advanced extruded, high fat supplement for horses with high calorie requirements that would benefit from higher fat supplementation in the diet. Amplify™ contains 30% fat from healthy vegetable fat sources including soy oil, rice bran and flax seed which provide a beneficial omega 3: omega 6 fatty acid ratio. That, combined with amino acids supplied by quality protein sources, a balance of vitamins and minerals and lower starch and sugar, makes Amplify™ a great choice for horses needing higher fat diets.

Free Balance™ 12:12 Supplement is an updated formula of the long trusted Purina 12:12 Horse Mineral. Free Balance contains enhanced levels of trace minerals, added vitamins E and D and uses new manufacturing technology, Granular Technology Delivery System™ to improve weather resistance and vitamin stability in a mineral supplement. Free Balance™ 12:12

Supplement is great to provide free-choice for horses out on pasture or to top-dress on unfortified grains for individual horses needing a vitamin/mineral supplement.

Using only the highest quality ingredients and the most modern manufacturing technology, Nature's Essentials Supplements, represent the next generation in nutrition technology. Horse owners now have a supplement line, backed by Purina research that they can feed with total confidence.

So order now and take advantage of the 10% off discount when you order a minimum of 40 buckets. Participation in this stocking promotion will trigger a Buy-One-Get-One Free coupon drop to horse owners in your market. In addition to national print advertising, RFD-TV commercials will support this new product introduction. Don't miss out on this lucrative supplement business!