



# Nutrition Excellence!

## May 2010

### *INTRODUCING: Purina® Strategy® Healthy Edge®*

Back in the early 1990s, textured feeds dominated the market. A pelleted horse feed was relatively rare, much less one that could be fed to all the horses.

After years of research, the visionaries at Purina knew the power of pelleted nutrition and launched Purina® Strategy® GX horse feed in 1991. It was the first commercial pelleted feed created for horses of all ages and lifestyles for the professional horse operation.

Original Purina® Strategy® GX horse feed remains the industry leading equine nutrition for which it was designed. But Purina was searching for the next ground breaking horse feed. And the Ph.D. Equine Nutritionists saw a nutritional need that some owners would want for their horses.

After careful research, formulation and trial, the Purina nutritionists and researchers developed Strategy® Healthy Edge® horse feed. Backed by extensive physiology and palatability studies at the Equine Research Facility in Gray Summit, MO and rigorous feeding trials across the U.S., this premium nutrition is formulated precisely for horse lovers who desire the convenience, value, quality and performance of original Strategy® GX horse feed but in a diet slightly lower in protein and higher in fat and fiber.

The biggest difference between the two premium feeds is that Purina® Strategy® GX Professional horse feed is formulated for horses of all ages and lifestyles where Strategy® Healthy Edge® horse feed is for horses aged 2 years and older. Here are the other ways Strategy® Healthy Edge® horse feed is different:

- Slightly lower in calories
- Contains the Amplify® Nugget
- Has a new proprietary molasses flavoring
- Lower in starch and sugar

Purina® Strategy® Healthy Edge® horse feed is a nutritionally-balanced, controlled starch and sugar diet formulated to support the health and well-being of adult horses aged 2 years and older. It can help give horses the shiny coats, and healthy skin and hooves without the added calories that can make easy keepers obese. The diet contains 12.5% high quality protein with proprietary amino acids and 8% fat with more calories coming from fat for less risk of digestive upset.

Purina® Strategy® Healthy Edge® horse feed contains a moderate level of digestible fiber sources including beet pulp to support digestive health. Because this roughage is formulated into the diet, it can help extend hay or pasture. In addition, the feed has added flaxseed, vegetable oils and rice bran inside patented Amplify® Nuggets which provide essential fatty acids including Omega 3s and 6s for immune function benefits.

If you want to change to Purina® Strategy® Healthy Edge® horse feed, make the feed change 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 1.0 lb per day for each horse.

Always follow label directions. Store feed in a dry, well-ventilated area protected from rodents and insects.

*For more information about the Purina horse feed products, check out [www.purinamills.com](http://www.purinamills.com) or contact your local WFS location.*

### **A PROUD SUPPLIER OF PURINA FEEDS**

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