



SUPPORTS HEALTH AND WELL-BEING OF ADULT HORSES AGED 2 YEARS AND OLDER

First launched in 1991, Purina[®] Strategy[®] GX horse feed revolutionized equine nutrition by becoming the first advanced feeding system created for all ages and lifestyles of horses at a professional horse operation. Almost 20 years and 600 million feedings later, it is still the gold standard in convenience, quality, value and performance for horse professionals.

ALL THE GOODNESS OF ORIGINAL STRATEGY[®] GX HORSE FEED, AND MORE

At Purina, our job is never done. We're continually researching, testing and developing the industry's finest equine nutrition. Backed by extensive physiology and palatability studies at our Equine Research Facility in Gray Summit, MO and rigorous feeding trials across the U.S., the Ph.D. Equine Nutritionists at Purina developed Strategy[®] Healthy Edge[®] horse feed. 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 lower in protein and higher in fat and fiber.

Purina[®] Strategy[®] Healthy Edge[®] horse feed is a high-fat, nutritionally balanced, controlled starch and sugar diet with enhanced great taste researched and formulated to support the health and well-being of adult horses aged 2 years and older. It's top nutrition to help give your horses a shiny coat, full body condition and strong hooves without the added calories that can make easy keepers obese.

A NAME YOU CAN TRUST. A DIFFERENCE YOU CAN SEE.[™]

FEATURES & BENEFITS



The Purina[®] Amplify[®] Nugget is a proprietary, high-fat extruded particle that contains a proprietary blend of vegetable oils, flaxseed and rice bran for an optimal fatty acid profile that supports a strong immune function.



High levels of vegetable oils for strong body condition and shiny coat.



Proprietary flavor enhancer for top palatability.



Proprietary amino acids [building blocks of proteins] that support strong muscle growth, shiny coat and healthy hooves.



Low soluble carbohydrates (approximately 18% total sugars and starch) - may help reduce the risk of adverse health effects caused by the management error of overfeeding.



Contains a high amount of beet pulp inside the pellet as an excellent source of fermentable fiber for slow release energy.



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.



Provides essential nutrients that support proper digestion.



Superior, consistent, natural nutrition.



Formulated with digestible fiber sources including beet pulp to support digestive health and partially replace forage in the diet if needed to extend your hay or pasture.



- Ingredient testing program designed to minimize the risk of grains containing potentially harmful contaminants.
- Utilizes a constant nutrition formulation process that automatically compensates for naturally varying nutrient levels in ingredients for greater nutritional consistency bag after bag.
- Uses a total horse nutrition formulation that considers all key nutrients and their interactions with each other to better support overall horse health.



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

FEEDING DIRECTIONS WITH HAY OR PASTURE

Strategy® Healthy Edge® horse feed supports the health and well-being of adult horses aged 2 years and older. Start with the amounts given for the weight and lifestyle of the horse. After observing the horse for a period of time, the amount fed may be increased or decreased by 10% to obtain the desired body condition and weight.

**This is the recommended minimum amount of hay to be fed. If feeding more hay, reduce the feeding rate of Strategy® 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 elevated activity level horse, reduce Strategy® 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 Strategy® 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 Strategy® Healthy Edge® horse feed with Purina® Enrich Plus® Ration Balancing Feed.*

FOR BEST FEEDING RESULTS:

- Feed at regular times. Do not feed more than 0.5 lbs per 100 lbs of body weight in one serving. Divide total daily feeding into at least two servings with three daily servings 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.
- Feed horse in a natural position from troughs placed at normal head height or lower. Do NOT feed free-choice (all the horse wants).
- Reduce and /or delay feeding a horse that is hot, excited or showing pain, fever or diarrhea. Consult your veterinarian if any problems arise. Prevent rapid eating.
- Always feed a minimum of 1.0 to 1.2 lbs per 100 lbs of body weight of good quality, clean hay or pasture. Inadequate amounts or poor quality hay may lead to colic and other digestive disturbances.
- Have plenty of fresh, clean water available at all times, except immediately after intense physical exercise.
- Provide your horse with access to salt.
- Maintain a regular deworming program, have the horse's teeth examined annually and consult your veterinarian on a regular basis.

IF CHANGING 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.

CAUTION:

- Always follow label directions. Feeding added selenium resulting in total diet levels in excess of 0.3 ppm is prohibited.
- 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.

GUARANTEED ANALYSIS:

Crude Protein, min	12.50%
Lysine, min.....	0.90%
Crude Fat, min.....	8.00%
Crude Fiber, max.....	18.00%
Calcium (Ca), min.....	1.10%
Calcium (Ca), max.....	1.60%
Phosphorus (P), min.....	0.60%
Copper (Cu), min	80.00 ppm
Selenium (Se), min.....	0.60 ppm
Zinc (Zn), min	280.00 ppm
Vitamin A, min	3000.00 IU/lb
Vitamin E, min	125.00 IU/lb

Product #: 0041880

Formula Code #: 353T

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