

IMPACT[®]

HORSE FEED



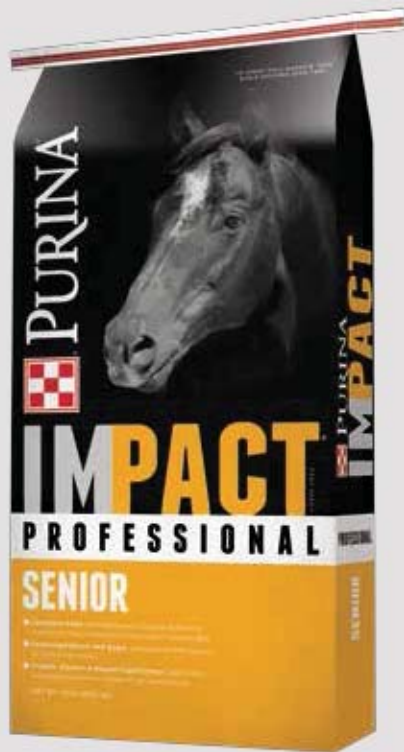
FEED GREATNESS[™]

PROFESSIONAL

Since 1894, Purina[®] has been helping horses live up to their fullest potential. Impact[®] Professional delivers premium nutrition that is optimized for your senior horse to meet the demands of the equine professional.

With over 100 years of expertise and research in equine nutrition and a dedicated team of Ph.D. Equine Nutritionists and Equine Veterinarians, nobody knows more about horse nutrition than Purina. Purina[®] IMPACT[®] is formulated to deliver premium nutrition with only high-quality ingredients that have been proven through years of feedings to support overall horse health and performance.

See the difference IMPACT[®] Professional feeds can make with your horses.



SENIOR

- **Complete Feed** with high-quality forage built in to replace the hay or pasture in your senior horse's diet
- **Protein, vitamin & mineral fortification** specifically to meet the needs of the aging horse
- **Added fat and highly digestible fiber** to provide necessary calories for the senior horse
- **Controlled Starch and Sugar**, formulated with no corn or corn by-products
- **Formulated by Ph.D. Equine Nutritionists** with ingredients proven through time and research to support overall horse health and performance
- Water may be added prior to feeding to soften feed

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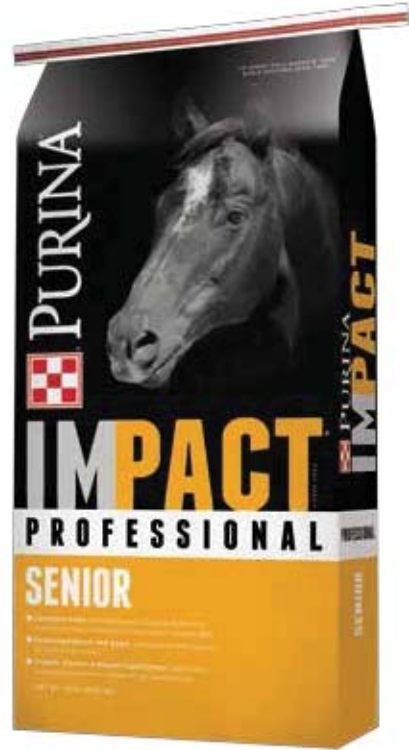


FEED GREATNESS™

PROFESSIONAL

GUARANTEED ANALYSIS

Crude Protein (Min).....	14.00%
Lysine (Min)	0.60%
Crude Fat (Min).....	5.00%
Crude Fiber (Max).....	18.50%
Acid Detergent Fiber (ADF) (Max)	23.00%
Neutral Detergent Fiber (NDF) (Max)	40.00%
Starch (Max)	11.00%
Sugars (Max)	7.00%
Calcium (Ca) (Min)	0.70%
Calcium (Ca) (Max)	1.20%
Phosphorus (P) (Min).....	0.45%
Copper (Cu) (Min)	50.00 ppm
Selenium (Se) (Min).....	0.30 ppm
Zinc (Zn) (Min)	180.00 ppm
Vitamin A (Min).....	2,800 IU/lb
Vitamin E (Min)	100 IU/lb



DAILY FEEDING CHART	Weight of Horse in pounds				
	600 lbs	800 lbs	1,000 lbs	1,200 lbs	1,400 lbs
Lifestyle	IMPACT [®] Professional Senior horse feed (lbs/day)				
Maintenance	8.50	11.25	14.00	16.75	19.50
Light Work	9.25	12.25	15.50	18.50	21.50
Moderate Work	10.75	14.50	18.00	21.50	25.25
Brood mare open/early	8.50	11.25	14.00	16.75	19.50
Breeding stallion	10.25	13.50	16.75	20.25	23.50

FEEDING IMPACT[®] PROFESSIONAL SENIOR HORSE FEED WITH FORAGE

Good quality hay or pasture may be fed along with IMPACT[®] Professional Senior horse feed. Make sure your horse is free of dental problems and can effectively chew and utilize the forage. Reduce the amount of IMPACT[®] Professional Senior horse feed by 1.0 lb for every 1.5–2.0 lbs of hay consumed by your horse. Do not feed less than 0.7 lbs per 100 lbs body weight of IMPACT[®] Professional Senior horse feed per day to meet minimum daily requirements of protein, vitamins and minerals.

PURINA ANIMAL NUTRITION CENTER

Since 1926, the Purina Animal Nutrition Center in Gray Summit, MO has been defining and delivering the future of equine nutrition with a unique philosophy: Combine the finest ingredients with exhaustive research and you'll create unsurpassed nutrition for every type of horse. To learn more, ask your local Purina[®] feed retailer or sales representative about visiting our Equine Research Facility. Learn more at www.purinamills.com.

GUARANTEE:

Purina appreciates your business. If for any reason you are not satisfied with the quality of this product, please return it to your Purina[®] Horse Retailer for replacement or a full refund.

For more information on this or other Purina[®] horse feeds, visit purinamills.com/horse-feed or call 1-800-227-8941.