

PURINA[®] **#100**[®] **OMOLENE** **active pleasure**

FOR LIGHT TO MODERATELY WORKED HORSES

Purina's Omolene[®] Horse Feeds deliver consistent, superior quality that helps keep your horse looking great. That's because no other feed company spends the time and effort researching feeds like Purina, where new products or improvements to existing feeds are only brought to market when they have repeatedly proven themselves to deliver what you expect.

When you feed Purina's Omolene[®] Horse Feed you will have the peace of mind that comes from the trust in and reputations of the Purina[®] and the Omolene[®] brands, which are backed by industry leading research and over 100 years of equine nutrition.

A NAME YOU CAN TRUST. A DIFFERENCE YOU CAN SEE.










A major factor in Omolene[®] Horse Feed's unequalled performance is the Purina FeedGuard[®] Nutrition System. It's one of the industry's most innovative and exacting quality assurance programs, and here's what it provides for you and your horses:

- Stringent quality standards help ensure many of the industry's highest quality ingredients available are used
- Helps increase nutritional consistency by testing with Near Infrared Reflectance, a process measuring actual nutrient levels of specific ingredients instead of using supplier averages
- Utilizes a constant nutrition formulation process that automatically compensates for naturally varying nutrient levels in ingredients for greater nutritional consistency bag after bag
- Ingredient testing program designed to minimize the risk of grains containing potentially harmful contaminants
- Uses a total horse nutrition formulation that considers all key nutrients and their interactions with each other to better support overall horse health

The bottom line is the FeedGuard[®] Nutrition System can help deliver the trust, quality and performance that horse professionals demand every day.

OMOLENE #100[®] HORSE FEED - ACTIVE PLEASURE

FEATURE	BENEFIT
	Provides 100% of the required vitamins and minerals when fed as directed*.
	Purina [®] Omolene #100 [®] Horse Feed is an incredibly palatable diet which is excellent for horses who are picky eaters.
	Nutrient and calorie dense blend of natural whole grains for lower feeding rates and less risk of digestive upset. Whole Grains are a natural source of antioxidants, phytochemicals and fiber.
	Instead of using straight cane molasses which is high in sugar, Purina [®] Omolene #100 [®] Horse Feed contains a unique blend of molasses and soy oil for a higher fat molasses that horses love to eat.
	Blended molasses helps to prevent bricking in the winter and drying out in the summer.
	Contains balanced nutrition and added vegetable oils for a shinier, healthier hair coat, skin and hooves.
	Purina [®] Omolene #100 [®] Horse Feed is designed to be fed with hay and/or pasture.

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

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GUARANTEED ANALYSIS

Crude Protein (min)	10%
Lysine (min)	0.6%
Fat (min)	4.5%
Fiber (max)	10%
Calcium (min)	0.9%
Calcium (max)	1.2%
Phosphorus (min)	0.45%
Copper (min)	35 ppm
Selenium (min)	0.6 ppm
Zinc (min)	140 ppm
Vitamin A (min)	3000 IU/lb
Vitamin E (min)	100 IU/lb

FEEDING DIRECTIONS WITH HAY OR PASTURE

Start with the amounts given for the weight 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. More specific recommendations may also be obtained from a Purina® Horse Feed sales representative. Please consult the tag sewn onto this bag for complete feeding recommendations.

	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
Omolene #100® Horse Feed – Average Activity Level**	2.25	3.00	3.50	4.25	5.00
Omolene #100® Horse Feed – Elevated Activity Level**	2.75	3.50	4.50	5.25	6.25

*This is the recommended minimum amount of hay to be fed. If feeding more hay, reduce the feeding rate of Omolene #100® 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 Omolene #100® Horse Feed offered by 1.0 lb from 4.5 to 3.5 lbs per day (2.0 lbs of additional hay divided by 2.0 lbs = 1.0 lb less of Omolene #100® 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 he should be fed Purina’s Nature’s Essentials® Enrich 12® or Enrich 32® Horse Supplement.

FOR BEST FEEDING RESULTS:

- Feed at regular times. 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 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 activity.
- 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 OMOLENE #100® ACTIVE PLEASURE HORSE FEED:

- Make the feed change gradually over a period of 7 to 10 days.
- Changes in the rate of feeding should not exceed 1.0 lb per day for each horse.