

PURINA **OMOLENE**

#400TM

complete advantage[®]

FOR COMPETITION & BREEDING HORSES WITH ROUGHAGE BUILT-IN

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.



with Amplify[®]

PATENTED HIGH-FAT NUGGET

Thanks to the extensive research and field testing Purina has learned how certain nutritional advantages can help horses be more active and productive during their lifetimes, even with the added stress of training regimens and performance expectations.

The Purina[®] Amplify[®] Nugget is a palatable, high-fat, extruded particle providing calories for weight gain, performance, lactation and sales prep in a nutritionally balanced formulation that has controlled carbohydrate levels.

This *Patented* feed supplement can be found only in Purina[®] Horse Feeds including Omolene #200[®], #300[®], #400[™] and #500[™] Horse Feeds.

Features of the Purina[®] Amplify[®] Nugget include:

- Balanced nutritional fortification
- Palatable, extruded particle for easy digestion and calorie absorption
- Proprietary blend of plant oils, flax seed and rice bran create an optimal fatty acid profile
- No trans-fats
- Added amino acids help promote healthy hair coats, skin and hooves
- Calorie dense formula provides more calories per mouthful, allowing you to feed less

To learn more about the Purina[®] Amplify[®] Nugget visit our web site at www.horse.purinamills.com

OMOLENE #400[™] HORSE FEED - COMPLETE ADVANTAGE

FEATURE	BENEFIT
	Purina[®] Amplify[®] Nugget – Patented, high fat extruded particle that contains a proprietary blend of plant oils, flax seed and rice bran for an optimal fatty acid profile.
	Purina [®] Omolene #400 [™] Horse Feed contains a high amount of loose beet pulp shreds as an excellent source of fermentable fiber for slow release energy.
	Contains no barley, oats or alfalfa. Specially formulated for horses that are heave prone or allergic to dust and mold found in hay and other foodstuffs.
	Provides 100% of the required vitamins and minerals when fed as directed*.
	Purina [®] Omolene #400 [™] Horse Feed is an incredibly palatable diet which is excellent for horses who are picky eaters.
	Instead of using straight cane molasses which is high in sugar, Purina [®] Omolene #400 [™] 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 #400 [™] Horse Feed has roughage built-in so hay or pasture is optional when fed as directed.
	The FeedGuard [®] Nutrition System is one of the industry's most innovative and exacting quality assurance programs. FeedGuard [®] Nutrition System can help deliver the trust, quality and performance that horse professionals demand every day.

*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)	12%
Lysine (min)	0.5%
Fat (min)	5.5%
Fiber (max)	18%
Calcium (min)	0.9%
Calcium (max)	1.2%
Phosphorus (min)	0.4%
Copper (min)	35 ppm
Selenium (min)	0.3 ppm
Zinc (min)	140 ppm
Vitamin A (min)	3000 IU/lb
Vitamin E (min)	100 IU/lb

FEEDING DIRECTIONS WITHOUT HAY OR PASTURE

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

Lifestyle	WEIGHT OF HORSE IN POUNDS			
	800	1,000	1,200	1,400
	Omolene #400™ Horse Feed (lbs/day)*			
Maintenance	8.75	10.75	13.00	15.25
Light Work	10.50	13.00	15.50	18.25
Moderate Work	12.25	15.00	18.25	21.00
Heavy Work	13.75	17.25	20.75	24.25
Very Heavy Work	18.00	22.50	27.00	31.25
Mares Early Gestation (First 250 Days)	9.00	11.00	13.25	15.50
Mares Late Gestation (Last 90 Days)	11.25	14.00	16.75	18.50
Mares Early Lactation (First 3 Months)	16.50	20.50	24.75	28.75
Breeding Stallions	11.50	14.25	17.00	19.75

*In order to meet the minimum daily requirements of protein, vitamins and minerals, do not feed less than 0.6 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 6.0 lbs per day (10 x 0.6 = 6.0 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.

Omolene #400™ Complete Advantage® Horse Feed is designed to be fed as a complete feed because it's formulated with high-quality roughage. If necessary, you may also feed with good-quality hay or pasture – up to a maximum of 5 lbs per day – to relieve boredom. You should reduce the amount of Omolene #400™ Horse Feed fed by 1 lb for every 1.75 lbs of hay offered.

EXAMPLE: Using the chart above, a 1,000 lb moderate work horse eating no hay would be offered 15.0 lbs of Omolene #400™ Horse Feed. If the horse is eating 5 lbs of hay, then he should be offered 2.85 less of Omolene #400™ Horse Feed (5 lbs of hay divided by 1.75 equals 2.85 lbs less of feed). So in this scenario, the horse should be offered about 12.0 lbs of Omolene #400™ Horse Feed (15.0 minus 2.85 equals 12.15 or about 12.0 lbs rounded down).

For best results, do not feed more than 1 lb of hay per 100 lbs of your horse's body weight when feeding Omolene #400™ Horse Feed.

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.
- 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 #400™ COMPLETE ADVANTAGE 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.