



PURINA[®] OMOLENE[®] #500[™] competition

FOR HARD-WORKING & ENDURANCE EQUINE ATHLETES

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 #500[™] HORSE FEED - COMPETITION

FEATURE	BENEFIT
	Purina Mills 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.
	Features a blend of fat, fermentable fiber and soluble carbohydrates for the equine athlete that needs to perform at their very best over the entire length of an event.
	Purina [®] Omolene #500 [™] Horse Feed contains beet pulp as an excellent source of fermentable fiber for slow release energy.
	Provides 100% of the required vitamins and minerals when fed as directed*.
	Purina [®] Omolene #500 [™] 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 #500 [™] 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 #500 [™] Horse Feed is designed to be fed with hay and/or pasture.
	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)	0.65%
Fat (min)	8%
Fiber (max)	9%
Calcium (min)	0.9%
Calcium (max)	1.2%
Phosphorus (min)	0.5%
Copper (min)	55 ppm
Selenium (min)	0.6 ppm
Zinc (min)	220 ppm
Vitamin A (min)	3000 IU/lb
Vitamin E (min)	150 IU/lb

FEEDING DIRECTIONS WITH 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 sales representative. Please consult the tag sewn onto this bag for complete feeding recommendations.

LEVEL OF WORK	WEIGHT OF HORSE IN POUNDS			
	800	1,000	1,200	1,400
Minimum Hay or Equivalent Pasture (lbs/day)*	9.50	12.00	14.50	17.00
Moderate Work	5.50	7.00	8.50	9.75
Heavy Work	7.00	8.75	10.50	12.50
Very Heavy Work	10.50	13.25	15.75	18.50

(lbs/day)

Omolene #500™ Horse Feed (lbs/day)**

*This is the recommended minimum amount of hay to be fed. For every 2 lbs of additional hay fed, decrease the amount of Omolene #500™ Horse Feed offered by 1 lb. **EXAMPLE:** Using the chart above, if feeding 14 lbs of hay instead of 12 lbs to a 1,000 lb moderate work horse, reduce Omolene #500™ Horse Feed offered by 1.0 lb from 7.0 to 6.0 lbs per day (2 lbs of additional hay divided by 2.0 lbs = 1.0 lb less of Omolene #500™ Horse Feed).

Do not feed less than 0.4 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 4.0 lbs per day (10 x 0.4 = 4.0 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 #500™ COMPETITION 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.