



INTRODUCING



WellSolve W/C[®]
HORSE FEED
WEIGHT CONTROL

VETERINARY RESEARCHED NUTRITIONAL SOLUTIONS FOR WELLNESS

Manages caloric intake while satisfying the horse

If eliminating obesity were merely a matter of cutting calories, you could simply cut a horse's rations in half and expect great results. But that's not the case.

On the contrary, as any horse owner can tell you, watching a horse go hungry is heartbreaking. In addition, starving a horse can set off a chain of events that harm more than help, i.e., loss of muscle mass, nutrient deficiencies, etc.

But new WellSolve W/C[®] horse feed offers sound strategies for eliminating unnecessary fat and calories from the diet while supporting health—and contentment.

New WellSolve W/C[®] horse feed

- Contains ideal level of digestible energy to help manage caloric intake and weight control while maintaining a healthy body condition
- Low-calorie Full-scoop™ Formula in a unique extruded feed form that is easy to feed, tastes great and helps satisfy the horse
- High-quality optimal nutritional fortification
- Veterinarian researched

Obesity is a serious risk factor for the following horses:

- “Easy keepers”
- Horses with Equine Metabolic Syndrome and/or Insulin Resistance
- Horses with laminitis
- Horses with Cushing's Syndrome or Pituitary Pars Intermedia Dysfunction (PPID)

- Horses on stall rest

Finally, proven weight loss results

We're hardly the first to introduce a low calorie, “lite” horse diet, but we've taken our time to make sure that WellSolve W/C[®] is the best available.

Purina Mills has spent years exploring ingredient combinations, feed form, meal timing, palatability and more. We've pursued controlled studies at LongView Animal Nutrition Center in Gray Summit, MO, as well as extensive field testing.

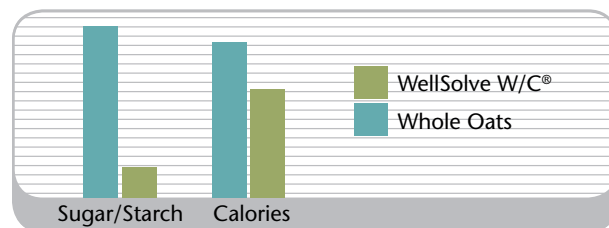
We're proud to say that WellSolve W/C[®] horse feed is the only product on the market backed by research-based data demonstrating weight loss in controlled scientific studies.

Our ultimate goal—a healthier horse

Our research is geared to one thing and one thing only—a healthier horse. Obesity can act as a trigger for many chronic conditions in horses. We offer WellSolve W/C[®] horse feed as a tangible weapon in the battle against equine obesity.

Less than 1,000 calories per pound

WellSolve W/C[®] horse feed contains less than 15 percent soluble carbohydrates (sugar and starch). Instead, it's formulated with fermentable fibers and other low calorie nutrient sources. Unlike sugars and starches which are calorie dense, these fermentable carbohydrates provide energy without causing a horse's glucose and insulin concentrations to increase rapidly.



Full-scoop™ Formula reduces hunger, increases satisfaction

As we studied feed form, we noticed that horses eating extruded feed took their time chewing and seemed more satisfied at the end of the meal. Armed with this knowledge, we were able to come up with a Full-scoop™ Formula that horse owners and horses can both appreciate. WellSolve W/C[®] horse feed allows horses to enjoy a larger meal without all the calories.

Horses love the taste

Formulating a horse feed that's low in calories is one thing—making it palatable is another, especially when you can't fall back on calorie-dense grains or molasses. But thanks to an extra hint of natural flavors, WellSolve W/C[®] horse feed is highly preferred and digestible.

No added fat

As long as a low calorie feed is made with high quality ingredients, it will contain enough naturally occurring fatty acids for the fat-soluble vitamin absorption a horse needs. WellSolve W/C[®] horse feed is formulated without any added fat and contains less than three percent total fat.



Vitamins and minerals proportioned for the weight-prone horse

Weight-prone horses can easily become deficient in key vitamins due to grazing restrictions or because of eating large amounts of stored hay. WellSolve W/C® compensates for these deficiencies with the proper combination of vitamins and minerals, including added vitamins A and D, as well as a natural source of vitamin E. We also added minerals like copper and zinc, which are involved in chemical reactions related to connective tissue synthesis and maintenance in tissues such as tendons and cartilage.

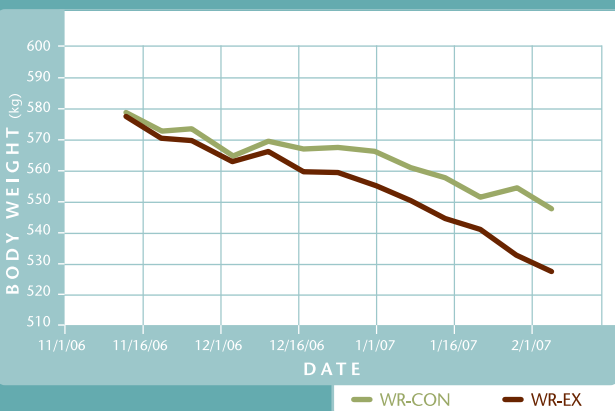
The Numbers tell the Story

Purina Mills conducted research trials using two groups of horses:

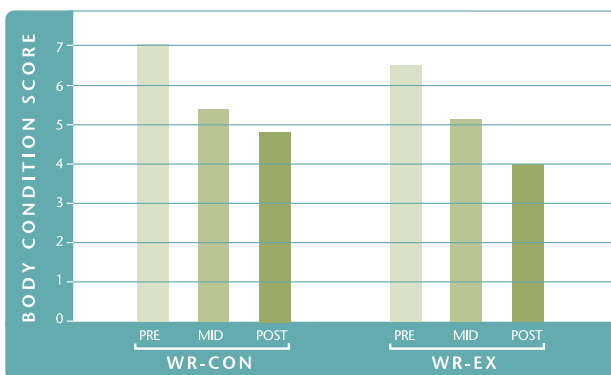
- Group 1 Weight Reduction Control (WR-CON) - Horses fed WellSolve W/C® horse feed without exercise
- Group 2 Weight Reduction Exercise (WR-EX) - Horses fed WellSolve W/C® horse feed with exercise, including walking and trotting three days per week on an Equi-ciser®, starting with 90 minutes per week and working their way up to 180 minutes per week

After 12 weeks:

- Group 1 lost an average of 22+ kg (50+ pounds), reduced body fat and decreased their body condition score by 1.2 points
- Group 2 lost an average of 40+ kg (90+ pounds), reduced body fat and decreased their body condition score by 2.5 points



Body Condition Score graph: WR-CON and WR-EX horses receiving WellSolve W/C® horse feed had significant decreases in body condition score at the midpoint and end of the study.



WR-CON horses receiving WellSolve W/C® horse feed had a significant decrease in rump fat thickness by the end of the experiment. WR-EX horses on WellSolve W/C® horse feed had significant decreases in rump fat thickness evident at the midpoint and the end of the experiment.

Features

No Molasses or Grain Products

Optimal Protein to Energy Ratio with Specific Amino Acid Supplementation

FeedGuard® Nutrition System



Added Antioxidants Including Vitamin A, Selenium and Natural Source Vitamin E

Benefits

• No extra calories, starch or sugar from these sources

• Helps maintain lean muscle mass while promoting healthy weight loss
• Helps maintain healthy hoof growth and hair coat

• Ingredient testing program designed to minimize the risk of ingredients containing potentially harmful contaminants
• Helps increase nutritional consistency by testing with Near Infrared Reflectance, a process measuring actual nutrient levels of specific ingredients instead of using supplier averages
• Uses a total horse nutrition formulation that considers all key nutrients and their interactions with each other to better support overall horse health

• Provides essential nutrients to maintain a healthy metabolism and support immune function
• Supplies important vitamins that may be missing due to restricted grazing

Guaranteed Analysis

Protein, min.....	12.0%	Zinc, min.....	240.0 ppm
Fat, min.....	1.0%	Copper, min.....	65.0 ppm
Fiber, max.....	26.0%	Selenium, min.....	0.60 ppm
Lysine, min.....	0.7%	Selenium, max.....	0.61 ppm
Calcium, min.....	0.85%	Vitamin E, min.....	150.00 IU/lb
Calcium, max.....	1.3%	Vitamin A, min.....	5000.00 IU/lb
Phosphorus, min.....	0.6%	Biotin, min.....	3.6 mg/lb

Ingredients

Alfalfa, Ground Beet Pulp, Ground Oat Hulls, Ground Soy Hulls, Wheat Middlings, Dehulled Soy Meal, Calcium Carbonate, Dicalcium Phosphate, Salt, Vitamin A, Natural Flavor, Vitamin C, Biotin, B₁₂ Concentrate, Calcium Pantothenate, Choline Chloride, Natural Source Vitamin E, Tocopherols, Vitamin D, Locust Bean Gum, L-Lysine, Magnesium Oxide, DL-Methionine, Niacin, Riboflavin, Selenium, Thiamine, Cobalt Carbonate, Copper Sulfate, Ferrous Carbonate, Manganous Oxide, Calcium Iodate, Zinc Oxide, L-Threonine.