

SPECIAL PROMOTION HORSE HEALTH

FROM THE INSIDE OUT

Whether your horse is a hardworking ranch mount, a high-performing reiner or a beloved trail riding companion, he deserves the best of health. To help keep your horse in top condition, we've gathered a collection of supplements, feeds, tools and other products to consider for your horse's needs.

SUPPLEMENTS

SMARTSTRIDE ULTRA PELLETS BY SMARTPAK



Designed to provide your horse with cutting-edge ingredients for healthy joints, tendons, and ligaments, SmartStride Ultra Pellets provide 15,000 milligrams of collagen to help maintain healthy cartilage and connective tissues. Including antioxidants like turmeric and resveratrol to support a healthy inflammatory response, this formula also provides Cinq-B, a specialized blend of boron, which is a mineral that plays a role in joint and bone health. The supplement also includes MSM, glucosamine, chondroitin sulfate and hyaluronic acid. Available in Daily Dose SmartPaks. smartpak.com

FARNAM SENIOR SUPPLEMENTS

Farnam has introduced two new supplements designed specifically for healthy, active senior horses. Farnam Senior Health & Wellness is ideal for senior horses that are retired or used for light work. Containing vitamins, minerals and antioxidants, it promotes digestive health, while amino acids support intestinal health and digestive



function. Farnam Senior Active Performance ASU is for senior horses that are working or in competition. Helping maintain normal healthy cartilage and joint function, it offers joint support and promotes normal recovery time after strenuous activity. farnam.com

PLATINUM PERFORMANCE GI



This whole-horse wellness formula starts with the original Platinum Performance Equine formula, and thanks to additional prebiotics, probiotics and glutamine, the supplement offers additional gastrointestinal benefits such as support for digestion and immunity. Platinum Performance GI is recommended for horses in training, senior individuals, ones that have difficulty maintaining weight, those undergoing antibiotic or NSAID therapy, horses that are traveling, or individuals with any digestive health concern. Available in five packaged sizes through your equine veterinarian, or at platinumperformance.com.

FLEX-FUEL BY TLC ANIMAL NUTRITION



Assisting with performance workloads and designed to support joint health from the inside out, Flex-Fuel can help in keeping your horse sound easier than ever before. Ingredients include sodium hyaluronate (HA) to support joint fluid production, glucosamine as the building block of cartilage, MSM to help neutralize inflammation, and antioxidants to destroy free radicals. Price is \$144 for a 25-pound bucket—155 scoops—with free shipping. tlcanimalnutrition.com

EQUITHRIVE JOINT



EquiThrive is clinically proven to reduce lameness in horses. This unique resveratrol-



Nutrena®

What's inside counts.

Nutrition you
can count on for
healthy, happy horses.



NEW BAG.
SAME GREAT FORMULA.



We know what it takes to provide the balanced nutrients your horses rely on to look and feel their best. It comes down to what's inside the feed. That's why our SafeChoice® products are leading the controlled-starch market. It's also why we're always working to stay ahead of the curve on equine nutrition and topline health. Because the two go hoof in hoof.

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For the total health of your horse!

THE PERFECT HORSE™

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FOR HORSES



GUARANTEED RESULTS!

- Laminitis
- Cracks
- Abscesses
- Inflammation
- Joint Issues
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- Superior Performance



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SPECIAL PROMOTION

based formula supports healthy equine joint function during training and competition, and in aging horses. The oral supplement can be used safely on a long-term basis without gastrointestinal side effects and can also be used in conjunction with NSAIDs. EquiThrive's active ingredient, Resveratrol, is composed of 99 percent pure resveratrol that has been micronized and encapsulated for easy absorption. A pelleted version and a whole new brand look will be released this spring. Purchase at equithrive.com.

100% ORGANIC ROSEHIP BY BACK ON TRACK



From the makers of therapy products for horses, dogs and people made with revolutionary Welltrex technology, Back on Track's 100% Percent Organic Rosehip supports a horse's healthy immune system, may help relieve inflammation, helps maintain healthy and resilient skin, keeps the digestive tract functioning properly, and may help reduce the possibility of colic. Purchase a 34-day supply or 68-day supply from backontrackproducts.com.

THE PERFECT HORSE CRYSTAL FLAKES



E3 AFA FOR HORSES from The Perfect Horse is an aquatic plant that grows wild in Klamath Lake, Oregon. Once harvested, crystalloid electrolyte sea minerals are added and the supplement is dried to a light flake. E3 AFA FOR HORSES has been shown to encourage the regeneration of damaged hoof tissues related to problems such as laminitis, shelly feet, cracks, keratomas, thrush and white line disease. Purchase at theperfecthorse.net.

CLEANSING PRODUCTS

FOAMCARE EQUINE SHAMPOO BY VETERICYN

FoamCare Shampoo is available in everyday and medicated formulas. It sprays on for quick coverage, foams up instantly, conditions skin as it cleans, and rinses easily. FoamCare is safe, non-toxic, paraben-free, and enhances the animal's natural immune system to protect against dermatological disorders while delivering nutrients vital to the horse's skin. FoamCare Equine Medicated Shampoo helps heal fungal disorders, dry and itchy skin, scratches, ringworm, yeast, and other skin ailments. Equine Shampoo is \$17.99, Equine Medicated Shampoo is \$23.99. vetericyn.com/foamcare



WOUND CARE

PURISHIELD BY FARNAM



Farnam's PuriShield wound-care line is formulated with patented Purifect technology that supports the body's naturally occurring immune response to help heal wounds. PuriShield aids in wound cleansing, supports normal tissue regeneration, and protects against germs, dirt, debris, water and insects. No steroids, antibiotics or chlorines are added, and these veterinarian-recommended products can be used on other animals. The line includes PuriShield Wound Spray—\$29.95, PuriShield Skin Spray—\$24.95, PuriShield Barrier Spray—\$34.95; and PuriShield Hydrogel—\$19.95. farnampurishield.com

FLY CONTROL

SIMPLIFLY FEED-THRU FLY CONTROL WITH LARVASTOP BY FARNAM

SimpliFly Feed-Thru Fly Control prevents



development of mature house and stable flies in manure with this highly palatable supplement containing Diflubenzuron. Organophosphate-free, it is the only fly control of its kind to be granted reduced risk pesticide status by the Environmental Protection Agency, according to Farnam. To get a jump-start on fly control, start your horse on SimpliFly in early spring and feed throughout the summer until cold weather restricts fly activity. Widely available in four package sizes in stores and online. farnam.com

Top-performing care for top-performing horses.

You're dedicated to performing at the highest level. And so are we. Vetericyn equine products are leading the way in highly effective, antibiotic-free, and safe wound, eye, and coat care.

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- ✦ Free of antibiotics, alcohol, & steroids



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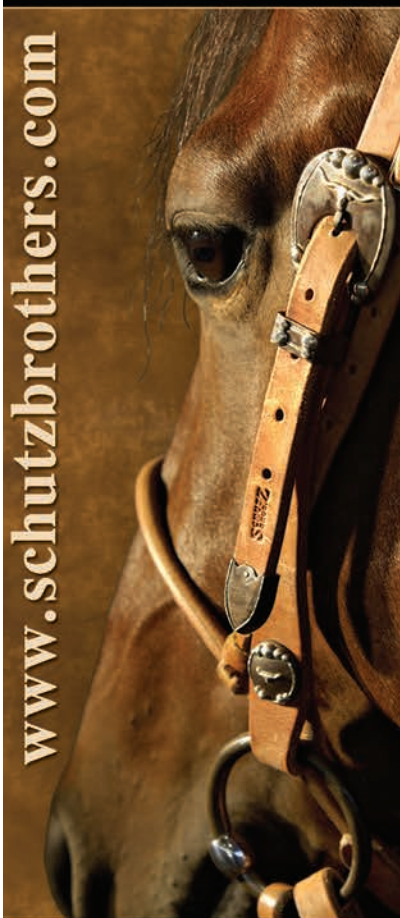
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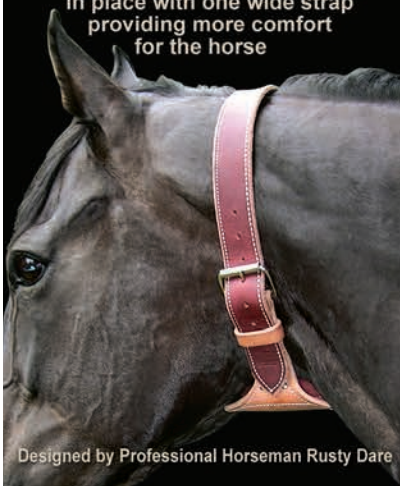
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Patent No. 7,946,255

THE **DARE**[®] CRIBBING CONTROL COLLAR

Does not need extreme tightening like other collars
Patented throat design stays in place with one wide strap providing more comfort for the horse



Designed by Professional Horseman Rusty Dare

FLY PREDATORS BY SPALDING LABORATORIES



Fly Predators—beneficial insects that are the natural enemies of flies—prevent flies from reproducing, so they never get a chance to bother you or your animals. The majority of Spalding's customers hardly see a fly all summer, as proven by an annual customer survey with more than 47,000 responses. Cost is \$21.95 for 1-5 horses, \$32.95 for 6-10 horses and larger sizes are available. To use, just sprinkle Fly Predators near all manure areas. In a few minutes, you've done your fly control for a month. 1-888-282-8042; spalding-labs.com/dwb8s

HOOF AND LEG CARE

EQUI-PAK CS BY VETTEC

Vettec's Equi-Pak CS is a copper sulfate-infused urethane dispensed as a liquid, that sets up to

offer flexible solid support and cushioning when bonded to your horse's sole. This product helps manage mild-to-moderate thrush, and it can be used with or without a physical pad. Retailing for \$29.70 for a 160cc auto-mix cartridge, Equi-Pak CS can be purchased through local farriers and veterinary supply stores. vettec.com



BANDAGE SHIP BOOTS

BY CASHEL

Protect your horse after workouts, during overnight stabling, while shipping or during turnout with Cashel's Bandage Ship Boots. Providing an adjustable yet non-binding fit, these versatile boots can also be



used over your favorite liniments. They are machine washable, featuring a unique combination of elastic and hook-and-loop closures with a neat, quilt-like construction. Sold as a pair in black or navy for \$49.99. Purchase from cashelcompany.com or your favorite Cashel dealer.

HAY DISPENSERS

HAY HOOPS

COLLAPSIBLE WALL HAY FEEDER BY JT INTERNATIONAL

Offering hay to your horse using the Hay Hoops Collapsible Wall Feeder gives your horse a natural feeding experience, which can reduce the likelihood of developing ulcers, as well as reduce vices such as cribbing, weaving and



TOO MUCH TIME IN THE
PASTURE CAN REALLY
BUG YOUR HORSE.

Enjoy The Ride



CRUSADER® PREMIUM FLY MASK

- Patented forelock hole keeps hair out of your horse's eyes
- Form fitting micro mesh cap is soft, breathable, and durable
- Double dart around eye keeps mesh well away from temples, eyes, and eyelashes
- Vinyl coated polyester mesh blocks 70% of damaging UV rays
- Double hook-and-loop closures keep mask secure on horse
- Optional ear covers and nose protection
- 7 sizes available to fit your horse correctly

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WHAT MOTHER NATURE DIDN'T TAKE CARE OF WE DID

When Triple Crown® set out to create a premium supplement that could fill the nutritional gaps left behind by a forage-based diet, we ended up with the recipe for our **30% Ration Balancer**. Low NSC levels, ideal for horses with metabolic issues, combined with EquiMix® Technology that delivers high levels of vitamins, organic minerals, probiotics and prebiotics, make it easy to keep your horse thriving with Triple Crown's **30% Ration Balancer**.

TRIPLECROWNFEED.COM



pawing. This slow-feed net keeps waste to a minimum. The frame can be used with any hay net with 2-inch openings or less. Available in four colors, and with web net for serious chewers, it retails for \$47.98. Purchase at most major online retailers and in tack and farm stores. jtiddist.com

HAYGAIN



Steaming hay with the Haygain Hay Steamer is a scientifically proven method for purifying hay. It improves the hygienic quality of forage to reduce the health threat from respirable dust, mold spores and pathogens to produce highly palatable and nutritious forage. Haygain purifiers convert everyday hay into

purified hay in approximately 60 minutes, using high-quality construction and food-grade materials. Depending on the size of the model used, hay can be steamed by the bale, in flakes or in a custom, non-shrinkable hay net. haygain.com

FEED

SAFECHOICE ORIGINAL HORSE FEED BY NUTRENA

SafeChoice controlled-starch feeds suit horses of all life stages. Including Topline Balance formulation, these feeds offer an ideal blend of nutrients with controlled starch and fat levels for a balanced source of energy. SafeChoice horse feeds include guaranteed amino acid levels to support muscle development, prebiotics and probiotics to aid digestion,



and organic trace minerals to support the immune system and skin, coat and hoof health. Available in pelleted form, in 50-pound bags, from your local Nutrena feed dealer. nutrenaworld.com.

TRIPLE CROWN LITE BY TRIPLE CROWN NUTRITION

Many horses are fed less than 3 pounds of feed per day, but unless the feed is designed for smaller portions, your horse could be shorted some key vitamins and minerals. For those horses, regardless of age or activity level, Triple Crown Lite features low-calorie, concentrated vitamin and mineral fortification, and low starch and sugar (NSC). The concentrated vitamin and mineral levels in the reduced feeding rate makes Triple Crown Lite a better choice for overall health. Available in 50-pound bags from your local feed store. triplecrownfeed.com



Manage Contracted Heels with Pour-in Pads.

Pour-in pads engage the frog, promoting blood flow, which allows the back of foot to function normally.

Have contracted heels? Contact us to talk it over.
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HOOF CARE

BARN MAINTENANCE

SWEET PDZ HORSE STALL REFRESHER



Sweet PDZ Horse Stall Refresher, an all-natural earth mineral that captures ammonia and odors and absorbs urine and moisture, can be applied to stalls, pet habitats, coops, litter trays, dog runs and other habitats. Sweet PDZ can then be removed from the stall with the waste and bedding and placed in compost or on gardens and fields where the "loaded up" PDZ is returned to the earth as a natural nitrogen fertilizer. Available in granular and powder forms at all Tractor Supply Company stores, and farm supply stores nationwide. sweetpdz.com

CRIBBING COLLARS

THE DARE CRIBBING CONTROL COLLAR FROM SCHUTZ BROTHERS



This cribbing collar features a unique three-dimensional patented throat piece design to control cribbing. The collar stays in place with one 1¾-inch-wide durable strap for increased comfort without the need for extreme tightening. Fasten the collar from either side of the horse with double stainless steel roller buckles. Fully reversible with no front or back, the collar is one size fits all. It is designed by professional horseman Rusty Dare. Purchase for \$82.65 from Schutz Brothers dealers worldwide or at schutzbrothers.com. ■

WESTERN HORSEMAN

Apparel

To see the full line of
WH apparel go to:

shop.westernhorseman.com



I Thought He Was Done!

When three vets told me there was no hope, I thought Bugs was done. Then a friend told me about Equi-Bone and I thought: what do I have to lose?

Four months after starting Equi-Bone, he was looking good and we started roping again-and winning at big jackpots. It's been five years, and we are still going strong!

**Equi-Bone and Flex Fuel
work so well I won't take
him off of it!**

~David, AZ



EQUI-BONE
3-in-1
Bone Density Formula

• Increases Circulation
• Concentrated for Bone Health
• Provides Daily Requirements

Directions: Give 2 scoops twice daily.
• Contains 100% natural ingredients.
• No artificial colors or flavors.
• No preservatives.

For more information, visit our website at www.tlcanimalnutrition.com



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Flex-Fuel

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For Horses

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For lameness related issues,
we succeed where others have failed.

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Fly Predators®

The Fly Control That Really Works!



"We are very happy with Fly Predators. Our only regret is that we didn't start using them sooner!"

—Erin, A. Artesia, NM
Husband Jared left,
Dad Steve middle
Customer since 2015

Fly Predators are tiny beneficial insects you sprinkle near manure areas once a month during warm weather. Fly Predators kill flies before they emerge, saving you from battling them all summer long.

They're the safe, easy-to-use natural alternative to spraying gallons of pesticide or hanging endless traps, only to have flies keep coming back. And they will keep coming back because sprays, baits and traps only affect adult flies ignoring the 85% yet to emerge.

By comparison Fly Predators fix the problem rather than just treat the symptoms. They're the ounce of prevention that's worth pounds of cure.



Optimum Starting Time For Fly Predators:

February (red) March (purple)
April (blue) May (green)

Fly Predators stop flies. By ordering your Fly Predators now they'll arrive at the optimum time in the spring to stop those few lucky flies that survived the winter.



Dr. Robert M. Miller DVD
Safer Horsemanship
Free with purchase
spalding-labs.com/safer

Horses	Fly Predators per Month	Cost Delivered + sales tax
1-5	5,000	\$ 21.95
6-10	10,000	\$ 32.95
11-15	15,000	\$ 43.95
16-20	20,000	\$ 55.95
21-25	25,000	\$ 66.95
26-49	\$2.33/head/mo. + shipping	
Doubled Up Bonus Shipment(s)		
Order 5 months get 1, 9 mo. get 2		
Above 50 head... call for quote.		

Quick and Easy-To-Use

During warm months we will send you a Fly Predator shipment every three to four weeks. Simply sprinkle them where flies reproduce, such as manure areas that are still moist. In a few minutes you've done your fly control for the month. Fly Predators don't bother people or animals.



A Great Value

Using Fly Predators you'll likely spend less than before with better control. The pouch shown is enough for five horses for one month and costs just \$21.95 + tax. **Why Wait Another Year To Try Fly Predators?**

Bye Bye Odor® Fixes Stinky Barns

This time of year, with barns closed up, often there is very high ammonia levels. This can impact your horse's performance and cause severe respiratory problems. To appreciate how bad it might be in your barn, kneel down and take a whiff. To fix this, spritz the wet spots with Bye Bye Odor when mucking out. A 4 oz. concentrate is enough for 5 horses for a month, \$19.95, 32 oz. for 40 horses/month is \$119.95.



Spalding Fly Predators®

The Little Bugs That Do A BIG Job™



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INTRODUCING

Senior Supplements from Farnam

He's taken care of you for years. Now it's your turn.

Some things get better as your horse ages — he's wiser, confident and more experienced. For everything else, Farnam introduces two new supplements designed specifically for healthy, active senior horses. Choose one, or use both together. He'll love you for it!

Farnam® Senior Health & Wellness — for senior horses that are in light or no work

-  **Beneficial nutrients:** Contains vitamins, minerals and antioxidants
-  **Digestive health:** Provides nutrients that support a healthy digestive system in senior horses
-  **Targeted formula:** Amino acids support intestinal health and digestive function



Farnam® Senior Active Performance ASU* — for senior horses that are working or in competition

-  **Performance:** Helps maintain normal healthy cartilage and joint function
-  **Joint support:** Eases joint stiffness due to normal daily exercise and activity
-  **Recovery:** Supports normal recovery time after strenuous activity

Farnam

Your Partner in Horse Care™

Stop flies

before they start.



Fly control from the inside out.

Ready for a better fly control plan? Break the life cycle of stable and house flies by adding Farnam® SimpliFly® to your horse's feed. When horses are continually treated, fly larvae can't develop in their manure and won't mature into adults.

How it works:

- 1 Horse eats SimpliFly® with LarvaStop™ in regular feed.
- 2 Feed is digested normally.
- 3 LarvaStop™ Fly Growth Regulator is excreted in manure where it stops the development of fly larvae.

Visit farnam.com to learn more.



Your Partner in Horse Care™

Introducing Platinum Performance® GI

Equine Wellness & Performance Formula + Digestive Care

THE HEALTH OF THE EQUINE GUT is correlated to gastrointestinal (GI) function, metabolism, immunity and more. This is why we have been hard at work researching, formulating, testing and conducting trials with **Platinum Performance® GI**. This gastrointestinal-focused approach to **total horse health** supports wellness and is recommended for horses in training or competition as well as senior horses. Platinum Performance® GI can help maintain health while traveling, during antibiotic or NSAID therapy and for horses that have digestive health concerns or difficulty maintaining weight.



OVERALL WELLNESS

This veterinary-developed formula provides omega-3 fatty acids, antioxidants, vitamins and trace minerals, along with Bio-Sponge®, prebiotics, probiotics and glutamine for GI support.



DIGESTION

Prebiotics nourish the "good" bacteria in the gut and support the digestion of fiber, while probiotics are important for absorption of nutrients.



IMMUNITY

An estimated 70-80% of the immune system resides in the gut. Nourishing the beneficial bacteria can help support a healthy gut barrier and microflora balance.

To find the right Platinum Performance® solution, and to learn about the science behind the supplements, call or visit our website, or speak with your equine veterinarian.

PLATINUM PERFORMANCE

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SINCE 1996

PURISHIELD™

Revolutionary Wound Care

“ I don't go anywhere without **PuriShield** just in case there's an emergency. ”

— Amberley Snyder, professional barrel racer, PuriShield™ Wound Care believer

The ultimate combination of nature and science

Unlike other wound care products on the market, **PuriShield™ Wound Care** is not another hypochlorous acid-based product! **PuriShield™ Wound Care** is the only complete wound care line with patented Purifect® Technology. It's based on revolutionary science that supports the horse's naturally occurring immune response.

- Helps the horse heal his wounds
- Protects wounds from germs, dirt, debris, water and insects
- Won't damage live, healthy or injured tissue
- Contains NO steroids, NO antibiotics and NO harsh chlorine



Unretouched photo. Images from one horse only, results may vary.



Your Partner in Horse Care™

Go to Farnam.com to learn more



A Leading Name in
**THERAPEUTIC
PRODUCTS**



OFFICIAL
Distributor of
TRAUMA VOID
HELMETS
with innovative
MIPS technology



"My horse has a suspensory ligament injury. My farrier recommended Quick Wraps. Two weeks later, she had a second ultrasound. She had significant healing without any other treatment. I can't believe it!"

Polly D.

"I have a 7 year old Thoroughbred who has a super tight back, after the first 15 minutes of having her mesh sheet on, you could see her starting to feel comfortable, she was falling asleep in the cross-ties!"

Ashley F.

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Trauma Void's EQ3 Helmet is equipped with Multi-Directional Impact Protection System ("MIPS") technology, which has been used in bike, moto, and snow helmets for years.

Available in multiple colors in a smooth or microfiber shell. Priced at \$249. Visit backontrackproducts.com for more information or to find a local tack shop near you.



FLIES ARE COMING

ARE YOU READY FOR THE FIGHT?



WITH THE RIGHT PLAN,
VICTORY 
CAN BE YOURS

Fight the flies on every front with tried and true solutions
for everywhere from the feed room to the manure pile



SmartBug-Off®
Ultra Pellets



OutSmart®
Fly Spray



NEW!
Fly Stoppers

Create your battle plan at SmartPak.com/NoFlyZone



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New look!



Now, with more products to care for your horse's health — including
THE ONLY SUPPLEMENTS*
CLINICALLY PROVEN TO REDUCE HOCK LAMENESS.

All products also available in new, pelleted form.

EQUITHRIVE®

Developed with care, backed by science.

"A randomized, controlled trial of the effects of resveratrol administration in performance horses with lameness localized to the distal tarsal joints."

— Journal of the American Veterinary Medical Association September 15, 2016, Vol. 249, No. 6, Pages 650-659

*Equithrive Original & Complete Joint formulas



Improve Respiratory Health, Improve Performance

Respiratory problems can lurk deep inside the horse's lungs, often without any visible signs. A recent study found that 84% of horses studied suffered from Inflammatory Airway Disease (IAD).



Steaming hay with a Haygain Hay Steamer is scientifically proven to purify hay.

Scientific studies show:

- ✓ 99% reduction in mold, fungi, yeast and bacteria
- ✓ 94% reduction in respirable particles
- ✓ 63% reduction in the incidence of horses developing IAD
- ✓ 100% preference for Haygain steamed hay

Industry statistics show marginal gains of just a 1% improvement in performance can mean the difference between fourth and first place 75% of the time on the flat and 50% of the time over fences.

What does your horse have to gain?

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