

## FFM PRODUCT INFORMATION SHEET











































































PRODUCTS		INFORMATION
<b>HORSE</b>		
Grober Foal Milk Replacer		fed to foals who can't get milk from mare
13% Horse Ration, texturized		a high quality sweet feed that provides high energy
		to working and performance horses
13% Hi Fat/Fibre Ration Pellets		ration provides energy from high quality fat and
		fibre ingredients. Ideal for weight gain























# PURINA EQUINE FEEDS

List of ingredients available online: [www.equipurina.ca](http://www.equipurina.ca)

- Sport ● Maternity ● Growth & Development
- Senior ● Hybrid: ration balancer/complete feed
- High Fibre - Low NSC ● Racing ● Leisure

	<b>Evolution Elite</b>	PLATINUM # 35230	<ul style="list-style-type: none"> <li>Low glycemic multiparticle feed</li> <li>Contains a high pectin fibre source (beet pulp)</li> <li>Helps minimize excitability</li> <li>Ensures proper utilization of energy for exercise</li> <li>Designed for exercising horses and breeding horses</li> </ul>	Protein 13%	Fibre 15%	Selenium 0.4 ppm		Calories/DE		NSC (WSC + Starch)		Super Fibre		Essential Amino Acids		Organic Minerals
	<b>Omolene Sport Plus</b>	PLATINUM # 35300	<ul style="list-style-type: none"> <li>Palatable textured feed</li> <li>Contains a high pectin fibre source (beet pulp)</li> <li>Vegetable oil does not produce lactic acid and spares glycogen levels for enhanced athletic performance</li> <li>High level of Vitamin E and selenium helps repair the oxidative stress of exercise</li> <li>Designed for equine athletes and racehorses</li> </ul>	Protein 13%	Fibre 15%	Selenium 0.4 ppm		Calories/DE		Super Fibre		Essential Amino Acids		Organic Minerals		Vitamins B, C & E
	<b>Omolene Progression 200</b>	PLATINUM # 35320	<ul style="list-style-type: none"> <li>Palatable textured feed</li> <li>Contains optimally "cooked" grains highly digestible in small intestine</li> <li>Vegetable oil does not produce lactic acid and spares glycogen levels for enhanced athletic performance</li> <li>High level of Vitamin E and selenium helps repair the oxidative stress of exercise</li> <li>Designed for exercising horses, breeding horses and yearlings</li> </ul>	Protein 14%	Fibre 10%	Selenium 0.4 ppm		Calories/DE		Opti-flake		Essential Amino Acids		Organic Minerals		Vitamins B, C & E
	<b>Equilibrium Sport XT</b>	PLATINUM # 35520	<ul style="list-style-type: none"> <li>Extruded feed (cooking process that gelatinizes starch for increased small intestine digestion)</li> <li>Cooking process kills undesirable germs</li> <li>Ideal for hard-keepers</li> <li>Vegetable oil does not produce lactic acid and spares glycogen levels for enhanced athletic performance</li> <li>High level of Vitamin E and selenium helps repair the oxidative stress of exercise</li> </ul>	Protein 14%	Fibre 10%	Selenium 0.4 ppm		Calories/DE		Super Fibre		Essential Amino Acids		Organic Minerals		Omega-3
	<b>Equilibrium Trimax</b>	PLATINUM # 35540	<ul style="list-style-type: none"> <li>High caloric, low glycemic multiparticle feed containing a high pectin fibre source (beet pulp)</li> <li>Ideal for hard-keepers. Helps minimize excitability. Ideal for horses that "tie-up"</li> <li>Vegetable oil does not produce lactic acid and spares glycogen levels for enhanced athletic performance</li> <li>Supports ulcer healing and prevention</li> <li>Supports proper immune function and anti-inflammatory properties</li> </ul>	Protein 12%	Fibre 15%	Selenium 0.4 ppm		Calories/DE		NSC (WSC + Starch)		Super Fibre		Essential Amino Acids		Organic Minerals
	<b>Equilibrium Pro Plus</b>	PREMIUM # 35550	<ul style="list-style-type: none"> <li>Highly fortified pelleted feed</li> <li>Vegetable oil does not produce lactic acid and spares glycogen levels for enhanced athletic performance</li> <li>High level of Vitamin E and selenium helps repair the oxidative stress of exercise</li> <li>Designed for exercising horses, breeding horses and yearlings</li> </ul>	Protein 14%	Fibre 12%	Selenium 0.4 ppm		Calories/DE		Super Fibre		Essential Amino Acids		Organic Minerals		Omega-3
	<b>Evolution Maternity</b>	PLATINUM # 35210	<ul style="list-style-type: none"> <li>Low glycemic multiparticle feed</li> <li>Contains a high pectin fibre source (beet pulp)</li> <li>Provides nutrients for improved muscle and joint development and milk production</li> <li>Supports antibodies (IgG, IgA, IgM) production in colostrum</li> </ul>	Protein 16.5%	Fibre 15%	Selenium 0.4 ppm		Calories/DE		NSC (WSC + Starch)		Super Fibre		Essential Amino Acids		Organic Minerals
	<b>Omolene Maternity 300</b>	PLATINUM # 35310	<ul style="list-style-type: none"> <li>Palatable textured feed</li> <li>Contains optimally "cooked" grains highly digestible in small intestine</li> <li>Provides nutrients for improved muscle and joint development and milk production</li> <li>Supports antibodies (IgG, IgA, IgM) production in colostrum</li> </ul>	Protein 16.5%	Fibre 8%	Selenium 0.4 ppm		Calories/DE		Opti-flake		Essential Amino Acids		Organic Minerals		Vitamins B, C & E
	<b>Equilibrium Maternity XT</b>	PLATINUM # 35510	<ul style="list-style-type: none"> <li>Extruded feed (cooking process that gelatinizes starch for increased small intestine digestion)</li> <li>Cooking process kills undesirable germs</li> <li>Ideal for mares and foals with digestive issues</li> <li>Provides nutrients for improved muscle and joint development and milk production</li> <li>Supports antibodies (IgG, IgA, IgM) production in colostrum</li> </ul>	Protein 16.5%	Fibre 10%	Selenium 0.4 ppm		Calories/DE		Super Fibre		Essential Amino Acids		Organic Minerals		Vitamins B, C & E
	<b>Evolution Juvenile</b>	PLATINUM # 35220	<ul style="list-style-type: none"> <li>Low glycemic multiparticle feed</li> <li>Contains a high pectin fibre source (beet pulp)</li> <li>Helps minimize DOD's (Developmental Orthopedic Diseases) and excitability</li> <li>Provides nutrients for improved muscle and joint development</li> <li>High level of Vitamin E and selenium helps support overall health and immune functions</li> </ul>	Protein 15%	Fibre 15%	Selenium 0.45 ppm		Calories/DE		NSC (WSC + Starch)		Super Fibre		Essential Amino Acids		Organic Minerals
	<b>Evolution Senior</b>	PLATINUM # 35240	<ul style="list-style-type: none"> <li>Low glycemic multiparticle feed</li> <li>Contains a high pectin fibre source (beet pulp)</li> <li>Supports proper immune function and anti-inflammatory properties</li> </ul>	Protein 14%	Fibre 16%	Selenium 0.4 ppm		Calories/DE		NSC (WSC + Starch)		Super Fibre		Essential Amino Acids		Organic Minerals
	<b>Omolene Senior Action</b>	PLATINUM # 35340	<ul style="list-style-type: none"> <li>Palatable textured feed</li> <li>Contains optimally "cooked" grains highly digestible in small intestine</li> <li>Supports proper immune function and anti-inflammatory properties</li> <li>High level of Vitamin E and selenium helps repair the oxidative stress of exercise</li> <li>Provides nutrients for the active, aging horse</li> </ul>	Protein 14%	Fibre 10%	Selenium 0.4 ppm		Calories/DE		Super Fibre		Opti-flake		Essential Amino Acids		Organic Minerals
	<b>Equilibrium Equilizer</b>	PLATINUM # 35710	<ul style="list-style-type: none"> <li>UP TO 5 TIMES the mineral/vitamin content of most feeds</li> <li>Can be served as a supplement or complete feed</li> <li>Low caloric pelleted product</li> <li>Provides all the vitamins, macro and micro minerals to balance the diet</li> <li>Suitable for adult horses, ponies and minis</li> </ul>	Protein 12%	Fibre 15%	Selenium 1.8 ppm		Calories/DE		NSC (WSC + Starch)		Essential Amino Acids		Organic Minerals		Weight Control



	<b>Equilibrium Optimal</b>	<b>PLATINUM</b> # 35720	<ul style="list-style-type: none"><li>• UPTO 5 TIMES the mineral/vitamin content of most feeds with added proteins (amino acids)</li><li>• Can be served as a supplement or complete feed</li><li>• Low caloric pelleted product</li><li>• Supports muscle, bone and joint development</li><li>• Supports milk production</li><li>• Suitable for horses of all life stages, ponies and miniature horses</li></ul>	Protein <b>30%</b>	Fibre <b>7.5%</b>	Selenium <b>1.5 ppm</b>		Calories/ DE		NSC (WSC + Starch)		Super Fibre		Essential Amino Acids		Weight Control
	<b>SuperFibra Integri-T</b>	<b>PLATINUM</b> # 35610	<ul style="list-style-type: none"><li>• Our lowest glycemic pelleted feed (max 10% sugar/starch content)</li><li>• Ideal for horses that get excited on grain</li><li>• Ideal for horses that "tie-up", have a history of laminitis, Cushing's Disease or are insulin resistant</li><li>• Must be fed soaked, which is a great way to increase water consumption</li><li>• Designed for maintenance, exercising, breeding horses and yearlings</li><li>• Calorie sources derived primarily from vegetable fat and fibre</li></ul>	Protein <b>13%</b>	Fibre <b>25%</b>	Selenium <b>0.4 ppm</b>		Calories/ DE		NSC (WSC + Starch)		Super Fibre		Essential Amino Acids		Organic Minerals
	<b>SuperFibra Ultra</b>	<b>PREMIUM</b> # 35630	<ul style="list-style-type: none"><li>• Low glycemic pelleted feed</li><li>• Helps minimize excitability</li><li>• Suitable for horses that "tie-up", history of laminitis, Cushing's Disease or insulin resistant</li><li>• Designed for maintenance, exercising, breeding horses and yearlings</li><li>• Calorie sources derived primarily from vegetable fat and fibre</li></ul>	Protein <b>13%</b>	Fibre <b>18%</b>	Selenium <b>0.3 ppm</b>		Calories/ DE		NSC (WSC + Starch)		Super Fibre		Essential Amino Acids		Yeast
	<b>SuperFibra Plus</b>	<b>PREMIUM</b> # 35620	<ul style="list-style-type: none"><li>• Unique Chunk form. Low glycemic feed</li><li>• Helps minimize excitability</li><li>• Suitable for horses that "tie-up", history of laminitis, Cushing's Disease or insulin resistant</li><li>• Designed for maintenance, exercising, breeding horses and yearlings</li><li>• Calorie sources derived primarily from vegetable fat and fibre</li></ul>	Protein <b>13%</b>	Fibre <b>20%</b>	Selenium <b>0.3 ppm</b>		Calories/ DE		NSC (WSC + Starch)		Super Fibre		Essential Amino Acids		Yeast
	<b>SuperFibra Classic</b>	<b>PREMIUM</b> # 35640	<ul style="list-style-type: none"><li>• Unique Chunk form. Very low glycemic feed</li><li>• Helps minimize excitability</li><li>• Can substitute part of the daily hay ration</li><li>• Ideal for pleasure horses and easy-keepers</li><li>• Ideal when an alternative fibre source is needed</li></ul>	Protein <b>12.5%</b>	Fibre <b>25%</b>	Selenium <b>0.3 ppm</b>		Calories/ DE		NSC (WSC + Starch)		Super Fibre		Essential Amino Acids		Yeast
	<b>SuperFibra Nature</b>	<b>QUALITY</b> # 35650	<ul style="list-style-type: none"><li>• Hay extender with no added vitamins or minerals</li><li>• Pelleted product with high levels of good quality fibre</li><li>• Can supplement or replace part of the daily hay ration in adult horses, senior horses and foals older than 6 months</li></ul>	Protein <b>12%</b>	Fibre <b>30%</b>	Selenium <b>-</b>										Calories/ DE
	<b>Veloci-T Max</b>	<b>PLATINUM</b> # 35420	<ul style="list-style-type: none"><li>• Highly palatable sweet feed with optimally "cooked" grains highly digestible in small intestine</li><li>• Vegetable oil does not produce lactic acid and spares glycogen levels for enhanced athletic performance</li><li>• Supports ulcer healing and prevention</li><li>• Supports proper immune function and anti-inflammatory properties</li><li>• Provides essential nutrients for performance and helps repair the oxidative stress of exercise</li></ul>	Protein <b>12%</b>	Fibre <b>10%</b>	Selenium <b>0.4 ppm</b>		Calories/ DE		Essential Amino Acids		Organic Minerals		Vitamins B, C & E		Omega-3
	<b>Veloci-T Force</b>	<b>PREMIUM</b> # 35430	<ul style="list-style-type: none"><li>• Highly palatable sweet feed</li><li>• Contains a high pectin fibre source (shredded beet pulp)</li><li>• Contains flaxseed</li><li>• Vegetable oil does not produce lactic acid and spares glycogen levels for enhanced athletic performance</li><li>• High level of Vitamin E and selenium helps repair the oxidative stress of exercise</li><li>• Designed for equine athletes and racehorses</li></ul>	Protein <b>13%</b>	Fibre <b>15%</b>	Selenium <b>0.4 ppm</b>		Calories/ DE		Super Fibre		Vitamins B, C & E		Yeast		
	<b>Veloci-T Tradition</b>	<b>QUALITY</b> # 35410	<ul style="list-style-type: none"><li>• Highly palatable sweet feed</li><li>• Contains traditional grains</li><li>• Vegetable oil does not produce lactic acid and spares glycogen levels for enhanced athletic performance</li></ul>	Protein <b>13%</b>	Fibre <b>12%</b>	Selenium <b>0.3 ppm</b>								Calories/ DE		
	<b>Simplici-T Fibra</b>	<b>QUALITY</b> # 35110	<ul style="list-style-type: none"><li>• Pelleted feed</li><li>• Help minimize excitability</li><li>• Calorie sources primarily derived from fibre and vegetable fat</li></ul>	Protein <b>13%</b>	Fibre <b>20%</b>	Selenium <b>0.3 ppm</b>								Calories/ DE		
	<b>Simplici-T Original</b>	<b>QUALITY</b> # 35120	<ul style="list-style-type: none"><li>• Textured feed</li><li>• Highly palatable</li><li>• Contains optimally "cooked" grains highly digestible in small intestine</li></ul>	Protein <b>13%</b>	Fibre <b>15%</b>	Selenium <b>0.3 ppm</b>								Calories/ DE		
	<b>Simplici-T Concept</b>	<b>QUALITY</b> # 35130	<ul style="list-style-type: none"><li>• Pelleted feed</li><li>• Highly palatable</li><li>• Versatile, designed for pleasure and breeding horses</li></ul>	Protein <b>12%</b>	Fibre <b>15%</b>	Selenium <b>0.3 ppm</b>								Calories/ DE		
	<b>Simplici-T Pro Grain</b>	<b>QUALITY</b> # 35140	<ul style="list-style-type: none"><li>• Textured feed</li><li>• Highly palatable</li><li>• Contains optimally "cooked" grains highly digestible in small intestine</li><li>• Versatile, designed for pleasure and breeding horses</li></ul>	Protein <b>15%</b>	Fibre <b>15%</b>	Selenium <b>0.3 ppm</b>								Calories/ DE		



# LEADER IN EQUINE NUTRITION

Our passion for performance, health and well-being of horses brings us to constantly refine the formulation of our products using quality ingredients, with a focus on safety and high nutritional value.

Our team of specialists and our advanced processes enable us to develop new and improved products that meet the growing demands of horse owners for even better formulations.

At all times, our Purina Equine Consultants remain available to help you develop a safe and balanced diet, tailored to the specific needs of your horses. Their knowledge of Purina products and their expertise in equine nutrition and horse care is incomparable.

At Purina, feed safety is the most important factor in our feed quality program for horses. All our equine feeds are made in a 100% drug-free facility.

In addition to the description of each of our feeds in the center pages of this brochure, here are some additional details in order to facilitate your choice:

- ✓ We have combined our 26 feeds into six different lines, each of them offering particular nutritional characteristics.
- ✓ A colour code allows you to quickly identify what stage of life, specific activity level or condition each feed is targeting.
- ✓ Each of the 26 feeds is part of three different categories according to the nutritional value offered: Quality - Premium - Platinum. Each class corresponds to a degree of nutritional requirements.

## 6 LINES OF PURINA HORSES FEEDS

### EVOLUTION

Line of 4 feeds reduced in sugars and starch. Ideal for all stages of life, from gestation to growth and from performance to retired, all with optimal nutrition.

### OMOLENE

Line of 4 feeds based on our unique grain-processing technology. Excellent for all life stages, including gestation, growth and performance of the adult and senior horse.

### EQUILIBRIUM

Line of 6 feeds targeted to the particular needs of your horse, pony or mini, depending on his health, temperament and performance.

### SUPERFIBRA

Line of 5 super digestible feeds with elevated fibre content from high quality roughage sources and low glycemic index, including 3 fat and fibre feeds with added plant-sourced fats.

### VELOCI-T

Line of 3 feeds developed to meet the specific needs of the racehorse. Offers a perfect balance between nutritional value and palatability throughout the racing season, and promotes physical and mental endurance.

### Simplici-t

Line of 4 feeds developed to meet the needs of the leisure horse, boarding stables and riding schools looking for a versatile feed tailored to different types of horses.

# OUR SUPPLEMENTS

## NEW SUPPLEMENTS

Ask your Purina Equine Consultant about them!

### Pur-Athlete

An extruded high fat supplement derived from vegetable & flaxseed (source of Omega 3), containing blood building nutrients (copper, cobalt, folic acid, Vitamin B12). In addition to improving skin, hair coat, hoof condition and muscle mass, Pur-Athlete has a controlled NSC (sugars and starch) level of 17% max.

### BMZ

BMZ is a biotin, methionine and zinc (organic) supplement. A quality hoof care topdress formulated specifically to increase hoof growth and integrity. Methionine is interchangeable with cysteine, a major amino acid of keratin, which is the main protein in connective tissue, such as hoof wall. Research has demonstrated that hoof integrity is directly related to zinc content in the hoof wall.

### Horse Plus

Horse Plus is a broad spectrum B-vitamin supplement with added vitamins C and E. Horse Plus is a necessary blood building and anti-stress supplement to counteract the detrimental effects of intense exercise and ensure continual optimum performance. Horse Plus supports concentration and focus. Helps maintain proper immune functions and contains antioxidants.

### Pur-A-Plus

Pur-A-Plus is a vitamin enriched viable yeast culture (*Saccharomyces cerevisiae*) supplement for horses. Yeast improves the micro-flora in the hind gut by increasing the number of cellulolytic and lactic-acid-utilizing bacteria, and this enhances fibre digestion. Pur-A-Plus is ideal for older horses, horses prone to colic, horses under stress (shipping and training), horses receiving antibiotics, and horses with hay bellies.

### Equi22

Equi22 is a mineral and vitamin supplement that provides a concentrated source of magnesium, potassium, trace minerals and vitamins for growing horses 6 months of age and older.

### Equi-Eez

Equi-Eez is a mineral and vitamin supplement with no crude protein, fat or fibre content. It provides a concentrated source of macro minerals, trace minerals and vitamins for mature horses.



Because feeding forage only is simply **NOT ENOUGH** to meet your horse's vitamin and mineral requirements!



### Equilizer



### Optimal



## TREAT

NEW PACKAGING!

### Apple Chunks



A nutritious and healthy extruded treat. It is a very palatable source of apple pomace, the fibre component of apples. The chunk format makes it an easy treat to offer and an ideal training aid.

Available in 1 kg and 10 kg bags.



# DO YOU KNOW YOUR HORSE'S\* VITAL SIGNS?

**RESPIRATION**  
between  
**8** and **16** breaths/  
minute

The normal respiration rate for a resting adult horse is between 8 and 16 breaths/minute, and can reach 45 after strenuous exercise.

**HEART RATE**  
around  
**40** beats/  
minute

The resting heart rate should be around 40 beats/minute (may vary between 28 and 55 according to breed).

**HYDRATION**  
**20** to **70** litres  
per day

Average daily water consumption varies between 20 and 70 litres per day. For every kilogram of hay consumed, a horse requires 2.5 to 3.5 litres of water.  
(60ml x weight of horse (kg) = QTY for 24h)

**TEMPERATURE**  
between  
**37.5** and **38.5** °C

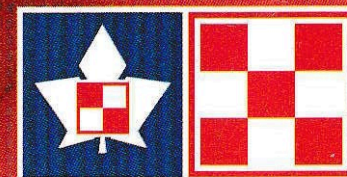
The normal temperature for a resting adult horse is between 37.5 and 38.5 °C (99.5 and 101.4 °F).

**GUT SOUNDS**  
within  
**30** to **60** seconds

Gut sounds (gurgling noises in the intestinal tract) should be heard within 30 to 60 seconds.

**GUM COLOUR**  
**—pink—**

Mucous membranes should be pink, not brick red or white.



**PURINA®**

**EQUIPURINA.CA**