

IMPACT[®]

HORSE FEED



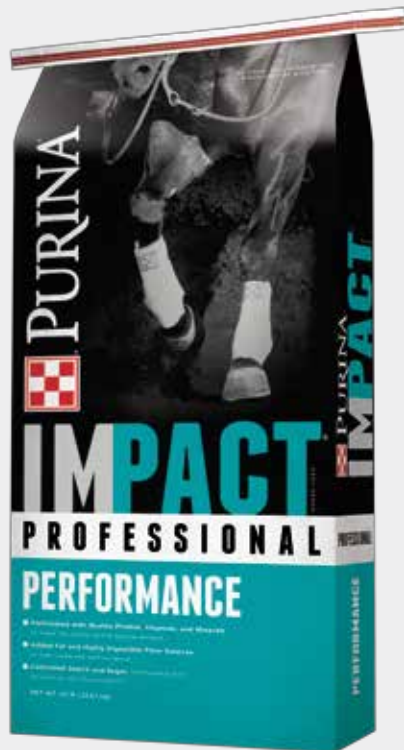
FEED GREATNESS[™]

PROFESSIONAL

Since 1894, Purina[®] has been helping horses live up to their fullest potential. Impact[®] Professional delivers premium nutrition that is optimized for your performance horse to meet the demands of the equine professional.

With over 100 years of expertise and research in equine nutrition and a dedicated team of Ph.D. Equine Nutritionists and Equine Veterinarians, nobody knows more about horse nutrition than Purina. Purina[®] IMPACT[®] is formulated to deliver premium nutrition with only high-quality ingredients that have been proven through years of feedings to support overall horse health and performance.

See the difference IMPACT[®] Professional feeds can make with your horses.



PERFORMANCE

- **Formulated with High Quality Protein** with desirable amino acid profiles to meet the needs of the equine athlete
- **Added Fat and Highly Digestible Fiber Sources** provide fuel for sustained performance
- **Vitamin and Mineral Fortification** to support bone strength, muscle and immune function
- **Controlled Starch and Sugar**, formulated with no corn or corn by-products
- **Formulated by Ph.D. Equine Nutritionists** with ingredients proven through time and research to support overall horse health and performance

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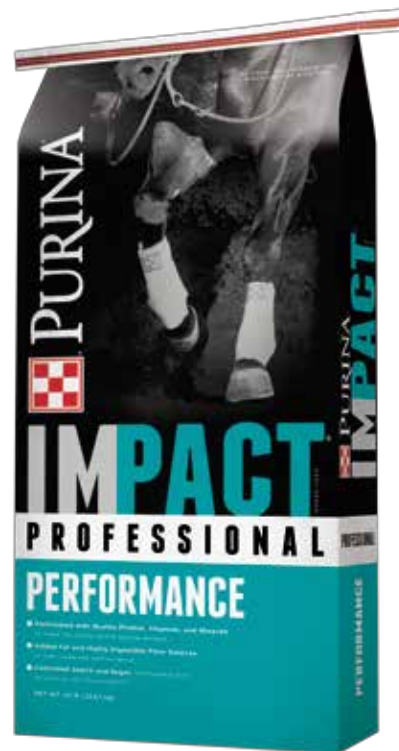


FEED GREATNESS[™]

PROFESSIONAL

GUARANTEED ANALYSIS

Crude Protein (Min).....	14.00%
Lysine (Min)	0.70%
Crude Fat (Min).....	8.00%
Crude Fiber (Max).....	15.00%
Acid Detergent Fiber (ADF) (Max)	22.00%
Neutral Detergent Fiber (NDF) (Max)	36.00%
Starch (Max)	11.00%
Sugars (Max)	6.50%
Calcium (Ca) (Min)	1.00%
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Phosphorus (P) (Min).....	0.60%
Copper (Cu) (Min)	60.00 ppm
Selenium (Se) (Min).....	0.60 ppm
Zinc (Zn) (Min)	220.00 ppm
Vitamin A (Min).....	3,000 IU/lb
Vitamin E (Min)	125 IU/lb



DAILY FEEDING CHART	Weight of Horse in pounds				
	600 lbs	800 lbs	1,000 lbs	1,200 lbs	1,400 lbs
Minimum Hay or Equivalent Pasture (lbs/day)*	7.0	9.5	12.0	14.5	17.0
IMPACT[®] Professional Performance horse feed (lbs/day)**					
Light Work	3.50	4.50	5.75	6.75	7.75
Moderate Work	4.75	6.25	7.75	9.25	10.75
Heavy Work	6.00	7.75	9.75	11.75	13.50
Very Heavy Work	8.75	11.75	14.50	17.25	20.25

* This is the recommended minimum amount of hay to be fed. If feeding more hay, reduce the feeding rate of IMPACT[®] Professional Performance Horse Feed by 1.0 lb for every additional 2.0 lbs of hay fed.

** Do not feed less than 0.4 lbs per 100 lbs of body weight per day. If your horse gains too much weight at that minimum feeding rate, then you should replace IMPACT[®] Professional Performance Horse Feed with Purina[®] Enrich Plus[®] Ration Balancing Feed.

PURINA ANIMAL NUTRITION CENTER

Since 1926, the Purina Animal Nutrition Center in Gray Summit, MO has been defining and delivering the future of equine nutrition with a unique philosophy: Combine the finest ingredients with exhaustive research and you'll create unsurpassed nutrition for every type of horse. To learn more, ask your local Purina[®] feed retailer or sales representative about visiting our Equine Research Facility. Learn more at www.purinamills.com.

GUARANTEE:

Purina appreciates your business. If for any reason you are not satisfied with the quality of this product, please return it to your Purina[®] Horse Retailer for replacement or a full refund.

For more information on this or other Purina[®] horse feeds, visit purinamills.com/horse-feed or call 1-800-227-8941.