

# Purina® Amplify® Supplement Manufacturing Change FAQs

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## What changes are being made to Purina® Amplify® Supplement?

Purina Animal Nutrition has invested heavily in a new manufacturing facility with extensive state of the art extrusion capabilities at our St Joseph, MO location where the Amplify® supplement is produced. This provided the opportunity to make several updates and improvements to the product. Starting in January 2019, the packaging for the 50-pound bag will change from the current paper bag to a poly-woven one with a vertical orientation and updated design. Also, as we review and update formulas on horse products as needed, slight adjustments in calcium, selenium, vitamin A, and vitamin E were made and will be reflected in the guaranteed analysis.

## Why is a change being made?

The updated manufacturing process results in improved physical characteristics of the Amplify® nugget, including overall quality and texture of the extruded particle. The updated nugget is more consistent in size than the previous particle, with a cleaner, smoother appearance. Additionally, based on the way Amplify® is fed as a top-dress, we determined the Vitamin A and selenium levels should be lowered to better compliment balanced feeds and the vitamin E should be increased to provide increased antioxidant support for high fat diets.

## Will my horse notice a difference?

Your horse will likely prefer the new Purina® Amplify® supplement. To determine whether the new form of Amplify® supplement would affect horses' acceptance of the product, we conducted several trials at the Purina Animal Nutrition Center. We tested the new nugget compared to original Amplify® as a supplement as well as an ingredient in several current products (including Equine Senior® and Ultium® Competition Horse Formula). We found that as a supplement, horses preferred the updated version almost 2 to 1, showing that the new Amplify® is even more palatable than original Amplify®.

In our research trials, when new Amplify® was compared to original Amplify® as a feed ingredient, such as the inclusion of Amplify® in Purina® Equine Senior® or Ultium® Competition Horse Formula, we saw no difference in horses' acceptance of the feeds due to the change in the nugget.

## Will the product provide the same nutritional benefits and results for my horse?

You can expect the same great performance from the updated Amplify® nugget. The ingredients, fat content, fatty acid profile, and digestibility of the product are not affected. The adjustments in the nutrient levels of Amplify® won't affect the nutrient guarantees of feeds with Amplify® included. In those products, the vitamins and minerals added will be adjusted accordingly to maintain current guaranteed nutrient levels on all products with Amplify®.

## Will the change in the Amplify® supplement affect how my Purina® Equine Senior® soaks?

No. In soaking tests at the Purina Animal Nutrition Center, Equine Senior® Horse Feed containing the updated Amplify® nugget had the same great soaking properties as the current product.

## Does it still measure the same in the supplement cup?

Yes, the density of the updated product is the same as original Amplify®. The updated nugget will still measure accurately in the current supplement cups, so the ½-pound and one-pound markings are unchanged.