



FEED GREATNESS®

Dear Purina® Strategy® Professional Formula GX customers,

Thank you for choosing to feed your horses Purina® Strategy® Professional Formula GX horse feed. As a loyal Purina customer, we want you to be the first to know about exciting updates coming to Purina® Strategy® Professional Formula GX horse feed. First, we want to assure you that Purina® Strategy® Professional Formula GX horse feed will continue to provide the excellent nutritional support you've come to depend on and the updates will not negatively affect your horses in any way.

You may be aware of Purina® Outlast® Gastric Support Supplement which contains a unique blend of ingredients designed to support gastric health and proper gastric pH. Purina® Outlast® Gastric Support Supplement is the foundation of the Purina® Equine Gastric Health Program. You can learn more about this program by visiting www.FeedOutlast.com. We have received overwhelmingly positive feedback from horse owners who have followed this program and seen very favorable responses in a wide variety of horses. Since gastric discomfort affects so many horses, reportedly up to 90% of active horses as well as occurring in broodmares and foals, it made sense for us to update Purina® Strategy® Professional Formula GX to include the Outlast® Gastric Support ingredients. With this update, every Strategy® horse will benefit from Outlast® Gastric Support with every meal.

To help showcase this exciting update to Purina® Strategy® Professional Formula GX horse feed, we're giving the packaging a fresh new look. We hope you like it as much as we do. We know your horses will benefit from the inclusion of Outlast® Gastric Support Supplement and we hope you'll appreciate the convenience and value of effective gastric support being included in the feed. These changes will be implemented in June 2018 when all new Purina® Strategy® Professional Formula GX horse feed will come in the new packaging and conveniently include Outlast® Gastric Support.

Sincerely, The Purina® Horse Team



The standard in horse feed just got better.

Learn more at purinamills.com/strategy

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