Dear Purina® Strategy® Healthy Edge® customers,

Thank you for choosing to feed your horses Purina® Strategy® Healthy Edge® horse feed. As a loyal Purina customer, we want you to be the first to know about exciting updates coming to Purina® Strategy® Healthy Edge® horse feed. The formulation has been adjusted slightly to have even lower starch and sugar content but we want to assure you that Purina® Strategy® Healthy Edge® 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, it made sense for Purina® Strategy® Healthy Edge® horse feed to join the Purina Equine Gastric Health Program products. With this update, every Purina® Strategy® Healthy Edge® horse will benefit from Purina® Outlast® Gastric Support Supplement with every meal.

To help showcase this exciting update to Purina® Strategy® Healthy Edge® 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 Purina® 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® Healthy Edge® horse feed will come in the new packaging and conveniently include Purina® Outlast® Gastric Support Supplement.

Sincerely, The Purina® Horse Team