



AMPLIFY[®]

HIGH-FAT SUPPLEMENT

BODY CONDITION
& ENDURANCE

TASTE HORSES
PREFER

SHINE &
BLOOM



Supplement shown at smaller than actual size.
Natural variation may occur.

For Horses of All Ages and Activity Levels

A high-fat nugget to support body condition, endurance, muscle development and shine & bloom for all ages and activity levels — including competitive athletes with increased energy requirements, sale prep horses, lactating mares or hard keepers.



Supports Body Condition & Endurance

30% fat from rice bran, flaxseed and vegetable oils provides extra energy and helps maintain stamina; no trans-fat

Nutritionally Balanced

Vitamins and minerals to maintain the nutritional balance of the horse's diet, when fed as directed



Taste Horses Prefer

Research-proven taste preference over straight rice bran or soy oil supplementation*

Easily Digestible

Unique extruded nugget for easy digestion and energy absorption



Shine & Bloom

With a diverse blend of fatty acids and added antioxidants, including vitamin E

Supports Muscle Development & Healthy Skin

With high-quality protein

DEVELOPED BY PhD EQUINE NUTRITIONISTS

*Gordon, M.E., Jerina, M.L., et al., 2014. HR207. Palatability of rice bran vs. Amplify®.
Gordon, M.E., Jerina, M.L., et al., 2013. HR161. Palatability of soy oil vs. Amplify®.

Exclusively from PURINA[®]






AMPLIFY[®]
TECHNOLOGY

Amplify[®] high-fat nugget is an energy-dense fat supplement designed for easy digestion. Made with a blend of rice bran, vegetable oils and flaxseed, it's research-proven to support endurance, body condition, healthy skin and a shiny haircoat. This proven technology is available as a supplement and is also included in select Purina horse feeds.

A Comparison Against Common Horse Fat Supplements When Top-Dressed on a Base Feed

Amounts of each supplement needed to provide similar energy content:

	 3 cups Amplify®	 4 cups Rice Bran	 1 cup Soy Oil
Nutritionally Balanced	✓	✗	✗
Horse Preferred	✓	✗	✗
Diverse Fatty Acid Profile	✓	✗	✗

Feeding Directions

- Begin with 0.5 lbs (1.5 cups*) per day.
- If more calories are desired, gradually increase by 0.5 lbs every 2 days until desired feeding rate is achieved.
- Maximum feeding rate for most horses should be 4.0 lbs (12 cups) of Purina® Amplify® supplement per day.
- Horses have varying acceptance of higher fat diets and supplements and as the fat level in the diet is increased, some horses may begin to show diminished intake.
- If that occurs, reduce the feeding rate or try blending Amplify® supplement with a small amount of feed.

*Standard 8-oz kitchen measuring cups when measured by volume.

Guaranteed Analysis

Crude Protein (Min)	14.00%
Crude Fat (Min)	30.00%
Crude Fiber (Max)	5.50%
Acid Detergent Fiber (ADF) (Max)	7.50%
Neutral Detergent Fiber (NDF) (Max)	17.00%
Dietary Starch (Max)	22.00%
Sugars (Max)	6.00%
Calcium (Ca) (Min)	1.00%
Calcium (Ca) (Max)	1.50%
Phosphorus (P) (Min)	0.60%
Sodium (Na) (Max)	0.60%
Magnesium (Mg) (Min)	0.40%
Potassium (K) (Min)	1.00%
Copper (Cu) (Min)	60.00 ppm
Selenium (Se) (Min)	0.60 ppm
Selenium (Se) (Max)	0.72 ppm
Zinc (Zn) (Min)	220.00 ppm
Vitamin A (Min)	3,000 IU/lb
Vitamin D ₃ (Min)	600 IU/lb
Vitamin E (Min)	200 IU/lb

Ingredients

Heat Stabilized Rice Bran, Ground Corn, Vegetable Oil, Dehulled Soybean Meal, Flaxseed, Cane Molasses, Calcium Carbonate, Salt, Choline Chloride, Monocalcium Phosphate, Dicalcium Phosphate, Iron Oxide, Citric Acid (a Preservative), Vitamin E Supplement, L-Lysine Monohydrochloride, Ferrous Carbonate, Manganous Oxide, Tocopherols, Zinc Oxide, Copper Sulfate, Rosemary Extract, Lecithin, Niacin Supplement, Magnesium Oxide, Calcium Pantothenate, Vitamin B₁₂ Supplement, Riboflavin-5-Phosphate, DL-Methionine, Vitamin A Supplement, Vitamin D₃ Supplement, Calcium Iodate, Sodium Selenite, Cobalt Carbonate.



Supplement enlarged to show detail



For more information, contact your local Purina retailer or visit purinamills.com.

