



A FORCE OF NATURE

After introducing its unique LIFEFORCE™ supplement for horses in 2009 and witnessing the results across the board with performance, breeding and leisure horses, Alltech has taken a major step forward in equine nutrition to help horses around the world, whether they are relaxing at home or preparing to compete in major events such as the Alltech National Horse Show 2012 or the Alltech FEI World Equestrian Games™ 2014 in Normandy.

Because horses have different needs and are required to perform at varied levels, now there are three specialized LIFEFORCE™ daily-use products to choose from. The cornerstone of the Alltech Equine Advantage series, the LIFEFORCE™ Range has been tailored in 2012 with specialized formulas to meet the needs of horses in the three most common lifestyles:

LIFEFORCE FOCUS: FOR LEISURE HORSES AND THOSE IN LOW ACTIVITY

Specifically designed for less active horses or those with a lot of grazing time, LIFEFORCE FOCUS provides

preventive care. It creates an ideal digestive environment, allows good bacteria to work most effectively throughout the gut, helps prevent digestive upset, addresses challenges related to thriftiness and body condition, and provides organic trace minerals that are more easily absorbed and maintained.

LIFEFORCE FORMULA: FOR BREEDING STOCK AND LEISURE HORSES IN MODERATE ACTIVITY

Specifically designed to boost reproductive health and develop sport horses, LIFEFORCE FORMULA allows horses to get the most out of their diets. It provides

the “building blocks” to enhance the body’s natural immune system. LIFEFORCE FORMULA contains organic minerals, which are closer to nature’s form, thus allowing them to be better absorbed, stored and utilized. This gives the horse’s immune system the ability to cope with and recover from stress. LIFEFORCE FORMULA plays an important role in immune function by providing organic trace minerals that are more easily absorbed and retained, allowing the horse to cope with oxidative stress from the production of free radicals and supporting the reproductive system for mares and stallions.



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particular she noted improvement in their coats, weight and feet.

“When I saw that LIFEFORCE was a yeast-based product, I was keen to start using it, knowing that yeast improves digestion of fiber and therefore helps create a healthy digestive system as well as providing an excellent water soluble source of B vitamins,” says Garner. “I have been extremely happy with my horses on LIFEFORCE. The biggest changes I have seen have been in the young performance horses. They are focused and calm, their coats gleam, and the farrier cannot believe the growth and health of their feet.”

Doug Shaw of Crown Point, Indiana, started using LIFEFORCE after learning about it at the Rolex Kentucky Three-Day Event in 2009. The first thing he noticed was that his horses loved the taste, which had not been the case with other supplements. Then he noticed the shine of their coats. “It seemed like the horses were getting more out of the feed. We had not changed anything else so we attribute the change to LIFEFORCE,” he says.

The most significant benefit Shaw saw with LIFEFORCE was how rapidly one of his horses healed after being kicked. The mare had suffered a very deep cut on her leg in a place that could not be stitched. The veterinarian suggested adding a supplement to help with healing because he thought her grazing might decrease and her intake of trace minerals would suffer.

“We told him about LIFEFORCE, showed him the label and he said, ‘That should do the trick,’” says Shaw. “He estimated her healing at six months. Well, her healing was amazing! The wound closed in about a month with no sign of proud flesh at all. Her appetite never diminished, and she happily went after her grain and LIFEFORCE every morning and evening.

“Our vet said he had never seen anything like it. We feel that her immune system was at its best because of the LIFEFORCE and her body was able to heal at a higher and more efficient level because of the LIFEFORCE.”

Whitney Morris of Morris Farm Eventing in Lexington, Kentucky, tried LIFEFORCE on the farm’s two hardest keepers. “My mare is a 7-year-old Dutch/TB who always drops weight with the stress of training and competing. My gelding is recently off of the track, and I have had trouble getting the last little bit of weight on him,” says Morris. “After two months on LIFEFORCE, the change was amazing. Both have gained and are maintaining weight and muscle and their coats are gorgeous.”

Sterling D. B. Graburn, head trainer at Gayla Driving Center in Georgetown, Kentucky, and 2008 USEF National Single Horse Combined Driving

LIFEFORCE ELITE: FOR COMPETITION HORSES AND THOSE IN HIGH LEVELS OF ACTIVITY

Specifically designed for performance horses in stressful situations, LIFEFORCE ELITE helps to manage the effects that a challenging work environment can have on a horse’s well-being. It supports a healthy immune system, increases the availability of antioxidants, stimulates an anti-inflammatory response, naturally maintains hydration, creates an ideal digestive environment and enhances peak body and muscular condition.

Those who have tried LIFEFORCE products with horses in various disciplines have reported impressive results. Warmblood breeder Donna Garner, owner of Chinook Arch Farm in Georgetown, Kentucky, has been feeding LIFEFORCE to her horses since November 2010. She started with one horse and after seeing the benefits is now feeding it to five. In

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—TYREL FLEWELLING

Champion, put a client's Dutch Harness Horse on LIFEFORCE. Says Graburn: "He is a hard keeper and tends to be fretful. In a veterinary exam, he showed signs of stomach ulcers. After about a month on LIFEFORCE, he had actually gained weight, the signs of ulcers were gone, and he became much more relaxed and less reactive in his work. I have all five of my Hackney ponies on it now."

Tyrel Flewelling, a professional Team Roper, had been using LIFEFORCE for about eight months when a real change became noticeable in the farm's horses. "I have a younger horse that really gets the miles in the pasture checking yearlings and (a lot of work) in the practice pen. He is a short, stocky little horse and when he gets ridden down all the time, he tends to get tucked up around his flank and loses weight and muscle formation," says Flewelling. "Since I have started using LIFEFORCE I have noticed he keeps his shape and muscle formation a lot better and looks really good. He tends to be a bit of a rambunctious horse, and I have had trouble with some products keeping his temperament level. With LIFEFORCE he stays at a level you can handle and doesn't get high off the product, also maintaining a shiny coat and great body condition."

Flewelling's other competition mount is a 14-year-old gelding. "He is my main heel horse, so he is hauled every weekend to about three or four rodeos, anywhere from San Antonio, Texas, to Northern Alberta, Canada. Long hauls can be very hard on him," says Flewelling. "He is a bit of a hard keeper and I have to pour the feed into him 24/7 to keep him maintained. After a weekend of hard rodeoing he would be skinny. Ever since I have been using LIFEFORCE he maintains his body condition from the beginning to the end of the weekend. I also noticed this spring he shed his coat a lot quicker than the rest of the horses."

Overall, says Flewelling, "I really like LIFEFORCE, as it maintains peak body condition, a fantastic-looking coat and keeps their temperament the same and their minds level."

Such results are not surprising. As a leading global animal health company,

Alltech ensures that its natural solutions for equine health are proven, reliable and fully traceable. The company has set the standard in animal nutrition by providing scientifically proven nutrients for equine feeds for more than 30 years.

Alltech has once again partnered with the FEI to be the title sponsor of the Alltech FEI World Equestrian Games™ 2014 in Normandy—the next milestone for the largest and most prestigious animal sports event in the world. This world championship of equine competitive performance showcases animals at their peak, and how better to achieve that pinnacle than by ensuring that the nutrition of these athletes is supported by equine-specific research and solutions, such as LIFEFORCE.



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