



PURINA® OUTLAST® GASTRIC SUPPORT SUPPLEMENT

TRUST YOUR HORSE'S GUT, NOT WHAT'S TRENDY

There's always a "latest and greatest" digestive support supplement on the market, but those supplements might not be the greatest for your horse. Purina® Outlast® gastric support supplement is thoroughly researched and horse approved to support gastric health and proper pH. During in vitro research, this supplement acted quicker, lasted longer and outperformed other products. Unproven trendy ingredients or ineffective levels of ingredients? Not with Outlast® supplement...

At Purina, we stay true to tested, proven formulas. Every single ingredient we include has a purpose. With Outlast® supplement, the purpose is to support your horse's gastric health, giving you and your horse the confidence to perform.



PUT SUPPLEMENTS THROUGH A TEST R.I.D.E.

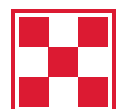
Ideally, when you buy a horse you take it for a test ride. Similarly, you should put your supplements through a test before buying them. We created the Test R.I.D.E. supplement evaluation process to help you determine which supplements are best for you and your horse.

Simply compare four key areas – Research, Ingredients, Dose and Efficacy – to see how our competitors stack up to Outlast® supplement:

	Purina® Outlast® gastric support	Competitor
R RESEARCH Is there peer-reviewed research in horses for the specific ingredients and formula?	✓	?
I INGREDIENTS Do the ingredients make sense? Are there key ingredients related to the purpose of the supplement included? Is the supplement free of substances that are considered illegal or banned by FEI, USEF and others?	✓	?
D DOSE Is the feeding rate appropriate for the size and weight of a horse? Are the listed ingredients included in an effective amount?	✓	?
E EFFICACY Can you see or feel the difference when your horse is using the supplement? Does it deliver the desired effects?	✓	?

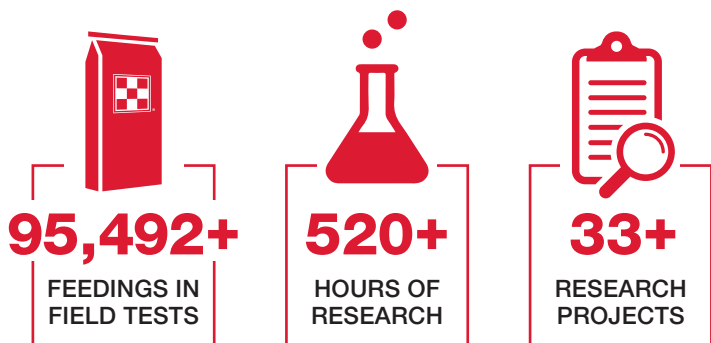


An estimated **90% of active horses experience gastric discomfort**, affecting their health, attitude and performance. Common activities like stall confinement, exercise, transportation and weaning are known to cause stress and gastric discomfort.



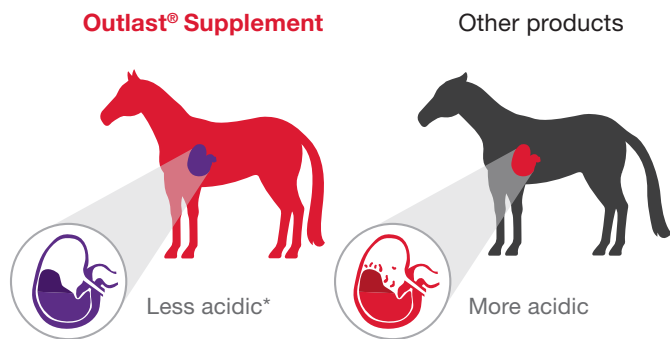
PROVEN TO OUTPERFORM

It's difficult to find a product backed by as much science as Purina® Outlast® supplement. But that's why it works so well.



WORKS FASTER, ACTS LONGER

In an industry where a hundredth of a second can be the difference between winning and losing, choose the supplement that works faster and acts longer.



*As measured during in vitro testing.

NOT ALL MARINE-DERIVED CALCIUM SOURCES ARE CREATED EQUAL

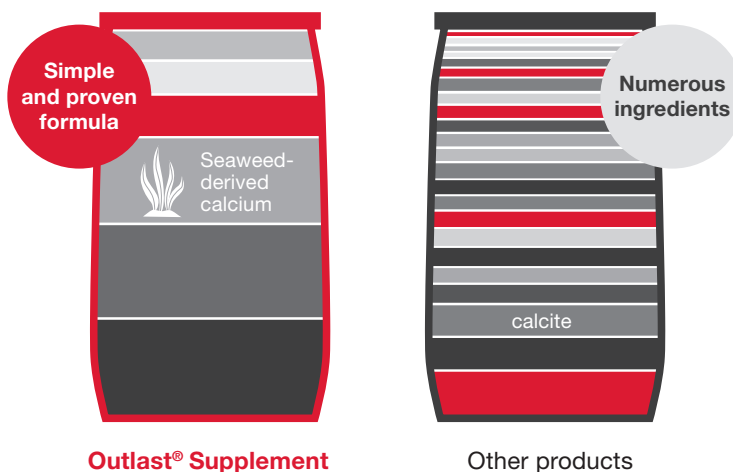
The seaweed-derived calcium in Outlast® supplement better supports proper pH than marine-derived calcium found in other products. Competitors can't even label their calcium the same as ours because it is different.

Outlast® ingredient performs differently. Research shows it has a higher overall ability to neutralize acid in your horse's gastric environment than marine-derived calcium.

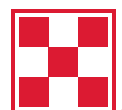
	Purina® Outlast® seaweed-derived calcium	Other products' marine-derived calcium
Honeycomb shape to buffer the gastric environment	✓	?
Higher surface area to handle acid and maintain an optimal gastric pH	✓	?
Researched in horses	✓	?

RIGHT INGREDIENTS, RIGHT AMOUNT, RIGHT SERVING SIZE

More ingredients doesn't mean better. Ingredients only work when they are added at the right amount. When the serving size is similar, more ingredients mean there is less room for every ingredient. There's no fluff in Outlast® supplement — it has the ingredients your horse needs for optimal gastric support, formulated at the right levels for the serving size.



Ready to support your horse with a proven gastric care supplement? Visit purinamills.com/outlast to learn more about Outlast® supplement, find your local Purina® retailer or connect with Purina Customer Service.



FEED GREATNESS®