

# IMPACT<sup>®</sup>

HORSE FEED



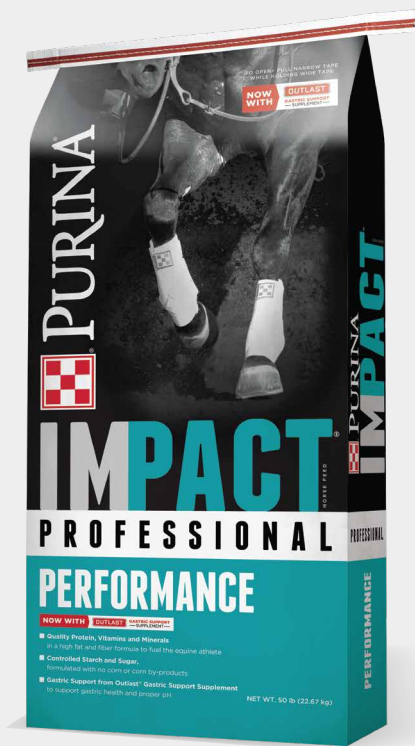
FEED GREATNESS<sup>®</sup>

## PROFESSIONAL

Since 1894, Purina has been helping horses live up to their fullest potential. IMPACT<sup>®</sup> horse feed Professional delivers premium nutrition that is optimized for your performance horse to meet the demands of the equine professional.

With over 100 years of expertise and research in equine nutrition and a dedicated team of Ph.D. Equine Nutritionists and Equine Veterinarians, nobody knows more about horse nutrition than Purina. Purina<sup>®</sup> IMPACT<sup>®</sup> is formulated to deliver premium nutrition with only high-quality ingredients that have been proven through years of feedings to support overall horse health and performance.

See the difference IMPACT<sup>®</sup> Professional feeds can make with your horses.



## PERFORMANCE

**NOW WITH** **OUTLAST** **GASTRIC SUPPORT**  
— SUPPLEMENT —

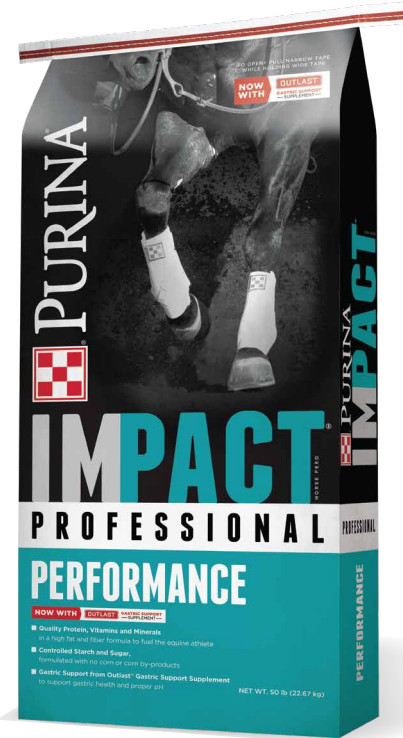
- **Gastric Support from Outlast<sup>®</sup> Gastric Support Supplement**, uniquely formulated to support gastric health and proper pH
- **High Quality Protein** from sources with desirable amino acid profiles to support high-performing horses
- **Controlled Starch and Sugar**, formulated without corn or corn by-products
- **Added Fat and Highly Digestible Fiber Sources** to fuel sustained performance
- **Vitamin & Mineral Fortification** to support bone strength, muscle and immune function
- **Formulated by Ph.D. Equine Nutritionists** with ingredients proven through time and research to support overall horse health



## PROFESSIONAL

### GUARANTEED ANALYSIS

Crude Protein (Min).....	14.00%
Lysine (Min) .....	0.70%
Crude Fat (Min).....	8.00%
Crude Fiber (Max).....	15.00%
Acid Detergent Fiber (ADF) (Max) .....	22.00%
Neutral Detergent Fiber (NDF) (Max) .....	36.00%
Starch (Max) .....	11.00%
Sugars (Max) .....	6.50%
Calcium (Ca) (Min) .....	1.00%
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Phosphorus (P) (Min).....	0.60%
Copper (Cu) (Min) .....	60.00 ppm
Selenium (Se) (Min).....	0.60 ppm
Zinc (Zn) (Min) .....	220.00 ppm
Vitamin A (Min).....	3,000 IU/lb
Vitamin E (Min) .....	125 IU/lb



DAILY FEEDING CHART	Weight of Horse in pounds				
	600 lbs	800 lbs	1,000 lbs	1,200 lbs	1,400 lbs
Minimum Hay or Equivalent Pasture (lbs/day)*	7.0	9.5	12.0	14.5	17.0
	<b>IMPACT<sup>®</sup> Professional Performance horse feed (lbs/day)**</b>				
Light Work	3.50	4.50	5.75	6.75	7.75
Moderate Work	4.75	6.25	7.75	9.25	10.75
Heavy Work	6.00	7.75	9.75	11.75	13.50
Very Heavy Work	8.75	11.75	14.50	17.25	20.25

\* This is the recommended minimum amount of hay to be fed. If feeding more hay, reduce the feeding rate of IMPACT<sup>®</sup> Professional Performance Horse Feed by 1.0 lb for every additional 2.0 lbs of hay fed.

\*\* Do not feed less than 0.4 lbs per 100 lbs of body weight per day. If your horse gains too much weight at that minimum feeding rate, then you should replace IMPACT<sup>®</sup> Professional Performance Horse Feed with Purina<sup>®</sup> Enrich Plus<sup>®</sup> Ration Balancing Feed.

### PURINA ANIMAL NUTRITION CENTER

Since 1926, the Purina Animal Nutrition Center in Gray Summit, MO has been defining and delivering the future of equine nutrition with a unique philosophy: Combine the finest ingredients with exhaustive research and you'll create unsurpassed nutrition for every type of horse. To learn more, ask your local Purina<sup>®</sup> feed retailer or sales representative about visiting our Equine Research Facility. Learn more at [www.purinamills.com](http://www.purinamills.com).

### GUARANTEE:

Purina appreciates your business. If for any reason you are not satisfied with the quality of the product, please return it to your authorized Purina<sup>®</sup> retailer for replacement or a full refund. The product guarantee only honors the original purchaser of Purina<sup>®</sup> products who buys the products directly from an authorized Purina<sup>®</sup> dealer.

For more information on this or other Purina<sup>®</sup> horse feeds, visit [purinamills.com/horse-feed](http://purinamills.com/horse-feed) or call 1-800-227-8941.