

IMPACT[®]

HORSE FEED

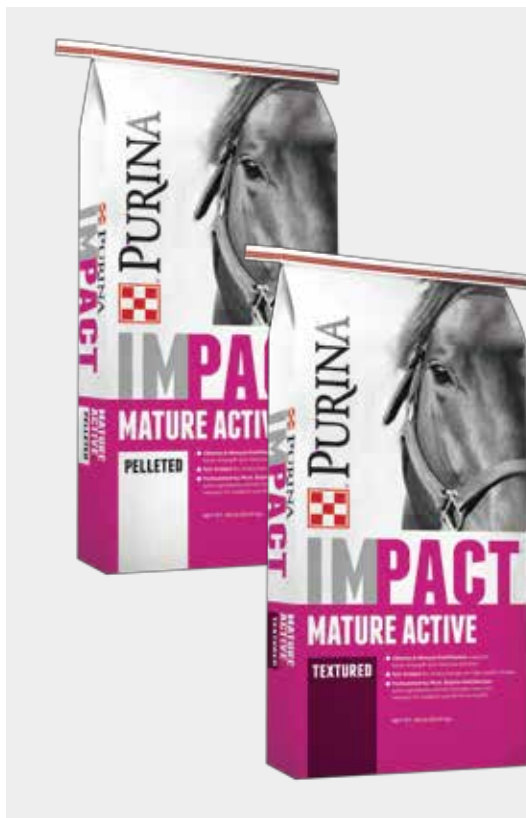


FEED GREATNESS[™]

ACTIVE HORSES NEED MORE THAN FORAGE

Support your horse's active lifestyle with IMPACT[®] MATURE ACTIVE Horse Feed. Formulated with premium nutrition which provides the necessary calories and nutrients for mature horses at maintenance through moderate activity. 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[®] IMPACT[®] 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[®] feed can make for your horses.



MATURE ACTIVE

- **10% Protein** for active horses on high quality forage
- **Added Fat** from vegetable oils for sustainable energy and a shiny hair coat
- **Vitamin & Mineral Fortification** supports bone strength and immune function
- **Balanced Nutrition** to meet your horse's nutrient requirements when fed as directed
- **Quality Ingredients** that are highly digestible and naturally palatable
- **Formulated by Ph.D. Equine Nutritionists** with ingredients proven through time and research to support overall horse health
- Offered in textured or pelleted form

GUARANTEED ANALYSIS

	PELLETED	TEXTURED
Crude Protein (Min).....	10.00%	10.00%
Crude Fat (Min).....	6.00%	6.00%
Crude Fiber (Max).....	12.50%	12.50%
Acid Detergent Fiber (ADF) (Max)	16.50%	15.00%
Neutral Detergent Fiber (NDF) (Max) ...	34.00%	26.00%
Calcium (Ca) (Min)	0.70%	0.70%
Calcium (Ca) (Max)	1.20%	1.20%
Phosphorus (P) (Min).....	0.50%	0.50%
Copper (Cu) (Min)	55.00 ppm	55.00 ppm
Selenium (Se) (Min).....	0.60 ppm	0.60 ppm
Zinc (Zn) (Min)	220.00 ppm	220.00 ppm
Vitamin A (Min).....	3,000 IU/lb	3,000 IU/lb

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[®] feed retailer or sales representative about visiting our Equine Research Facility. Learn more at www.purinamills.com.

GUARANTEE:

Purina appreciates your business. If for any reason you are not satisfied with the quality of this product, please return it to your Purina[®] Horse Retailer for replacement or a full refund.

For more information on this or other Purina[®] horse feeds, visit purinamills.com/horse-feed or call 1-800-227-8941.