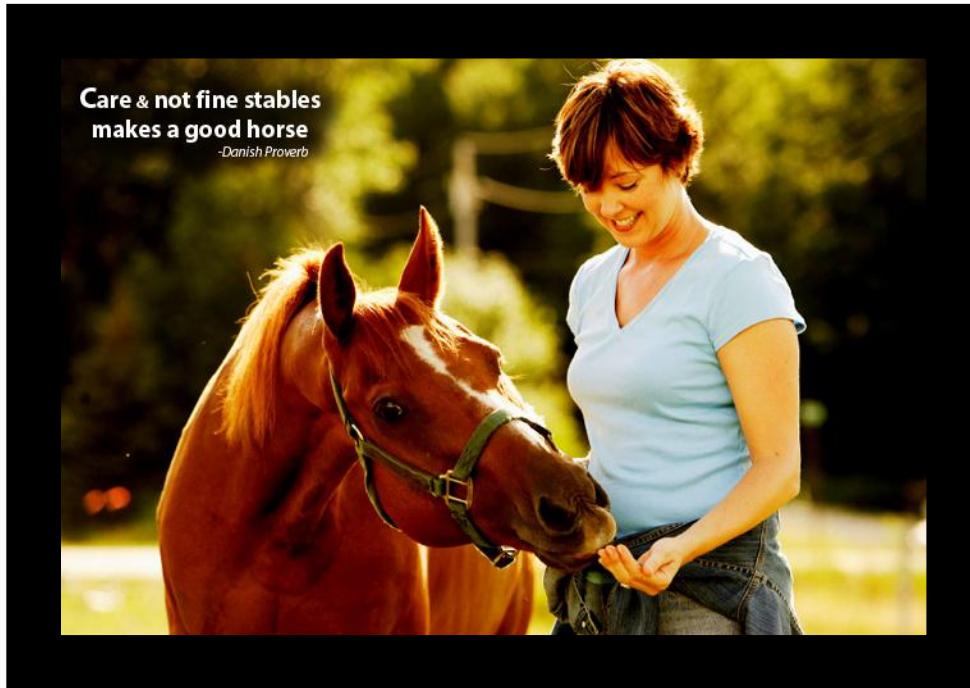


Learn the Secret Formula to Supplementing Your Horse



We show our love in many ways

We buy blankets to keep them warm in winter, we add fans to keep them cool in summer, we brush, pamper, and hug them. Sometimes we even put their needs ahead of our own.

One of the biggest ways we show how we love and care about our horse is **how we feed them.**

- ❓ Have you ever **wondered why** a particular **diet** works well for one horse in the barn and not so well for other horses in the same barn?
- ❓ Have you ever tried mixing the same ingredients that you see other horse owner's use, but you're **just not getting the same results**?
- ❓ Ever have a supplement that worked great for a period of time then **suddenly stopped working**?

- ❓ **There are 100's of supplements** gracing the shelves of tack shops and feed stores in the U.S. alone
- ❓ How do you know **which ones are right** for your horse?
- ❓ How do you know **which ones work** for your horse and which ones are a big waste of money?

Fact is you can **HELP** or you can **HURT** your horse if you don't feed or supplement them properly.

We search for the perfect supplement so we can feel we're doing the right thing & doing everything we can...

Unfortunately, there's either ...

- ✚ **Too much information** that complicates things
- ✚ The information is **too general** or
- ✚ The information **isn't available** for your specific horse

The choices use to be...



You have to be a horse nutritionist.

Other people might say a particular brand is the answer.

We say with the correct information you can make a good decision about buying the right supplement for your horse and you don't have to have a P.H.D. in equine science to do it.

Don't get me wrong I admire P.H.D.'s.

But the challenge for people at that level regardless of the industry has always been their ability to **communicate their knowledge** in a way that's easy for the rest of the world to understand.

People are busy and don't have the time to get that type of formal education and the fact is you really don't need that level of education if you have the right information.

There's hope

Feeding your horse what he needs when he actually needs it.

Studies show you need to make sure you are giving your horse the right nutrients at the right time in their life... throughout their life.

These changing periods of time are called your horse's life stages.

People have different stages in life with different needs.

It's the same for all of us and our horses too.

Here's what I mean; from a human & horse perspective:



with a new born



an adolescent teenager



or a senior



Most supplement companies don't know or even ask:

- The age of your horse?
- What your horses level of activity is?
- Which life stage they're currently in?



So they **produce generic supplements** for all horses in all life stages at all weights regardless of their level of activity and hope they work.

Most base their calculations on the “average horse”

These companies take the approach of a one size fits all supplement.

And you end up buying more than one supplement for your horse in the hopes that **YOU get it right**.

Is it any wonder why people have such a struggle getting supplements to work for their horses?

So where do you start?



The first thing you need to do before you do anything is...

Find a bench mark, a place to start, a way to really know what your horse nutritional needs are and how nutrition affects him before you start giving him supplements.

It's sad to say but most standard supplement companies miss this important step when developing supplements.

I mean... **Doesn't it make sense** that as your horse ages and as his level of activity changes so do his nutrient requirements?

That's exactly why there are 6 documented life stage categories for horses

The different life stages of the horse were first researched by the **National Research Council** in their book Nutrient Requirements of Horses.

They are:



Growing Horse

Sub-categories include 4 months, 6 months, 12 months, 18 months in training, 18 months, not in training, 24 months in training, and 24 months not in training.



Pregnant Mares

Sub-categories include early 1- 8 months, 9 months, 10 months and 11 months.



Nursing Mares

Sub-categories include 1 - 3 months, 4 - 6 months.



Stallions

Breeding and non-breeding.



Performance/Working

Sub-categories include: light exercise, moderate exercise, and heavy exercise.



Adult horse-not working



We feel "senior horse" is a necessary category. We believe the N.R.C. will be including it in their next update. (There's plenty of research that shows senior horses have special dietary and nutritional needs... that's why we added it)

Doesn't it make sense that there are different physiological changes occurring within the horse at these different times in their lives?

The sad truth is if you don't give your horse the correct supplement for the different stages of his life, you can increase the risk of problems with your horse now and potentially in their future.

Here are some examples:

- ✚ **Young horses** need more of a PARTICULAR set of nutrients for proper bone growth and muscle development than horses at other life stages.
(Their bodies are going through **the biggest growth changes of their lives.**)
- ✚ **Senior horses** need more of a certain SPECIFIC group of nutrients so they can absorb and utilize important minerals that come from physical changes that accompany old age.
(At this stage of **the senior horses life, their body needs help for good health.**)
- ✚ **Pregnant mares and nursing mares** need PRECISE nutrients to prevent prenatal diseases, poor growth and bone diseases.
(Both the mare and foal **have significantly different needs** during pregnancy, and immediately after. From the foals perspective, the proper nutrition helps dictate the course of his life.)
- ✚ **Performance horses** need EXACT nutrients to get the best results without risk for bone, joint and muscle injuries.
(Performance horse events could easily **be considered extreme sports**. The amount of demands and stress your horses bones, joints and muscles go through can be intense and debilitating.)
- ✚ **Breeding Stallions** need STRICT nutrients to get through the breeding season with the least stress and damage to his body.
(Always "geared up" and that puts tremendous **stress on their entire body.**)
- ✚ **Adult Inactive-Leisure horses** are prime candidates for ACCURATE supplements because they're no longer exercising on a regular basis putting them at risk for obesity.

A good supplement will make sure they get the **right nutrients without extra calories.**

The needs of each life stage requires different nutrition and it's not all the same for each life stage.

The Secret ...

Knowing what's most important to their health at that particular life stage AND making sure they have it in their diet at that particular point in their lives

Details of the 6 Life stages and their individual needs



Pregnant Mares and Nursing Mares need the right combination of nutrients to reduce the risk of prenatal diseases, poor growth and bone diseases.

Separately the newborn foal depends on the quality and quantity of milk from the mare to prevent growth and development problems.

If the pregnant mare doesn't have adequate nutrition prior to the birth of the young foal it can have a drastic effect on the foal.

Biggest Challenge

If after giving birth the pregnant mare is malnourished the mare may have lowered fertility and decreased milk production, which can reduce the growth rate of the foal.

In cases of severe, malnutrition of the mare during pregnancy, more profound long lasting effects occur in the foal.

Some dangerous situations are:

- ✓ Increased incidence of disease because of poor immunity.
- ✓ The risk of diarrhea
- ✓ Decreased brain development
- ✓ Decreased foal growth rate
- ✓ Decreased bone growth
(The risk of bone & joint diseases in the weanling & yearling)
- ✓ Decreased survivability

Special Attention



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This is the life stage for rapid growth in size and weight.

Solution

You must be concerned about the soundness because there's maximum risk for developmental skeletal abnormalities when the baby's weight gain is high.

There's a delicate balance between not feeding quite enough to achieve best results, and over feeding just enough to cause developmental bone diseases.

Starting at conception and running for 3 FULL years DOD is a threat!

Development orthopedic disease is the term used to describe the debilitating bone diseases which afflict an increasing number of young horses

This includes:

- ❖ Angular limb deformities – including bent and twisted legs in foal
- ❖ Contracted tendons and club feet
- ❖ Epiphysitis and joint enlargements
- ❖ Bone cysts and OCD
- ❖ Thin and poor quality bone
- ❖ Cartilage damage
- ❖ Osteochondrosis (OCD)

The potential for developing these diseases in late gestation are a result of imbalanced diets.

Having the right nutrition for both the mare AND the foals needs accessible to both in the **amounts they need ... when they need it.**



The big issue with growing foals is providing **the right combination** of nutrients at the right time to ensure proper skeletal growth and muscle development while **reducing their risk to bone diseases**.

Biggest Challenge

It's not easy

Borderline imbalances, excesses and deficiencies are often difficult to detect and the effects are often present as vague syndromes of poor performance, failure to reach potential, breakdowns, and injuries for the young horse.

Can you begin to see that **diet is just as important as conformation** in development of a sound foal?

Special Attention

Height and weight are important but if maximum growth rate is not compatible with optimum skeletal development **your horses bones aren't ready to handle the extra weigh** the long term complications can be deadly.

It's not just about the foals weight and bones, **10 amino acids must be supplied in the diet** –

Solution

That's why they're called essential amino acids.

When we supply protein in the foal's diet; we are attempting to meet essential amino acid requirements so the foal can take advantage of all the available protein and develop properly.

Every protein in the body has its own formula of amino acids and protein production.

It's so specific that if you're feeding only half the required amount of a particular amino acid, body protein production **may be reduced by up to 50%**.

The three critical stages in a foal's nutritional development are;

- 1.** Maximum bone growth occurs from 3 months before until 9 months after birth
- 2.** Muscle from 2 months before birth until 22 months of age
- 3.** Fat deposition begins from around 9 months onwards

Biggest Challenge

If nutrition is unbalanced or incorrect during these 3 critical stages.

The opportunity for your foal to achieve optimum muscle and bone development can threaten your foal's body composition, and it will deviate from the ideal and **potentially make him unsound.**

Special Attention

Remember an enormous amount of nutrients are required for growth.

It takes energy to fuel the process, protein and minerals to make the conversion.

Solution

Adjustments to energy and protein intake are required to accommodate the changing musculo-skeletal development of the foal.

Remember pre-training the foal **recognizes the need to protect immature joints.**

Just make sure you have the right amounts at the right time for this particular life stage

The addition risks for developmental orthopedic disease decrease with increasing skeletal maturity.

The older they get the less chance they'll have this type of problem.



Breeding Stallions need to get through the breeding season with the least stress and damage to their bodies.

Biggest Challenge

Breeding season is harder on some stallions than others. Many stallions becoming quite ribby over the course of the breeding season; while others positively thrive on the routine.

Special Attention

It's up to you to provide him with increased energy, protein and other nutrients to maintain the stallions' vitality and stamina.

Many researchers believe that a **stallion that's being used for breeding** ...

Benefits from:

- extra supplemental protein
- a slightly elevated calcium and phosphorus level
- and additional joint nutrients like
 - MSM, **glucosamine**, chondroitin sulfate and **silicon**
- and from herbs;
 - **alfalfa**, flax seed, **celery seed**, cleavers, **dandelion**, nettle, **oat straw**, garlic, **gotu kola**, meadowsweet, **hawthorn** and rosemary

So how do you do this consistently?

Stallions also benefit from increased energy because of the extra energy expended through the actual covering of a mare and the increased physical activity that may be associated with breeding, such as pacing the stall or running the fence.

Making sure he **stays in good physical condition**, has plenty of energy and prevent his body from breaking down physically from the increased stress on his body and joints. Good solid **cold milled flax seed** meal or oil **high in omega 3, 6 and 9** fatty acids for the

additional energy he needs so as, not to fatigue or injury himself. Plus a full range of nutrients to keep them healthy.

Once the season is over, he should be maintained according to his work level.



Biggest Challenge

Performance horses get the best results without putting them at risk for bone, joint and muscle injuries with a balanced diet designed for their needs.

The key to training and development of the working horse from novice through to international Grand Prix **is exercise**. Specifically exercise that aim to strengthen the muscles while avoiding injury to joints and tendons associated with their increased workload.

High intensity sports require bursts of intense speed and athletic agility. Energy deficiency and heat buildup are the major limitations to performance and diet and supplementation must address these issues.

Special Attention

The single factor most likely to affect performance is lack of hardiness, (ENERGY) due to either inadequate fitness training for the level of competition or dietary limitations.

Correct feeding and supplementing of the horse can actually aid his performance. **Manipulating his diet** can even assist in **delaying fatigue**, reducing the risk of injury and allowing the horse to maintain a top speed for longer periods of time.

2 ways to meet the increased demands of training:

- 1.** Increasing the feed intake
- 2.** Increasing the energy density of the feed and adding oil to the diet. (Cold pressed soybean & coconut, cold pressed flax seed oil, **cold milled flax seed meal**).

BUT ... Relying on raw grains for energy **can increase the risk of veterinary emergencies** like **colic**, **laminitis** and “tying up” and can lead to unpredictable behavior.

Both of these unwanted side effects are due to the poor digestibility of raw grains in the small intestine and their rapid fermentation to lactic acid and ammonia in the caecum and large intestine.

BOTTOM LINE - Feed too much and their system can't take it!

The right oil is an excellent way to increase the weight of a horse.

By providing a steady supply of **cold milled flax seed meal or oil** we create a “glucose-sparing” effect, delaying the onset of weakness, horses cannot increase their top speed; they are able to maintain it longer.

Solution

Cold milled (created with OUT heat) **flax seed meal** or oil (high in Omega 3 oil) is primarily digested in the small intestine and contain approximately 2 – 3 times more energy than the same weight of protein or carbohydrates fed.

We suggest introducing the oil to the diet gradually over a 3 – 6 week period.

A recent veterinary review article indicated that Omega 3 oils may be beneficial for treating colitis and enteritis and in preventing arthritis, laminitis, small airway disease associated with stabling and dermatitis.

All oils provide energy, only Omega 3 oils reduce inflammation.












Cold milled flax seed meal or oil is becoming very popular as a high density energy source option because its high in all the Omegas, especially Omega 3.



Senior Horses go through physical changes that accompany aging which can reduce their ability to digest and absorb important minerals.

Biggest Challenge

The physical changes that accompany aging include:

-  graying of the coat
-  swaying of the back
-  prominence of the backbone
-  arthritis
-  anemia
-  susceptibility to respiratory and skin conditions
-  changes in teeth
-  reduced salivation
-  20% reduction in the ability to digest and absorb certain nutrients
-  susceptibility to laminitis
-  susceptibility to cushings

Physical Changes in older senior horses:

Body System	Changes in Older Horses	Effect of Changes
Teeth	Wear down, reduced saliva	Chewing and swallowing problems
Digestive System	Reduced digestion and absorption	Need 20% more feed or a 20% more digestible feed
Coat and Skin	Dryness and dermatitis	Need oils and correct Omega 3 to Omega 6 balance
Blood Glucose	Can't tolerate raw grains well	Need highly digestible fiber and higher oil diet
Anemia	Red blood cell production changes	Trace mineral, vitamin and iron intake must be optimal
Vitamins	Less able to synthesize vitamin C and B	Vitamins in feed must be readily absorbed and supplement offered.
Calcium & Phosphorus	Reduced absorption and ratios must be correct	Mineral absorption is reduced
Joints	Arthritis and chronic wear & tear	Softer bones, lameness. Diet needs adequate zinc, copper, selenium, calcium, phosphorus, magnesium and manganese
Hooves	Increased risk of laminitis and weak hooves	Diet needs adequate protein, zinc, biotin
Respiratory System	Prone to allergic conditions	Feed should be clean and dust free

Special Attention

Age also means low digestibility in the small intestine.

That predisposes horses to:

- loss of appetite, colic, diarrhea, laminitis & cushings
- as well as reducing fiber, energy, protein and mineral absorption

Solution

Because of these changes, senior horses from late teens onwards require a **balanced diet that is highly digestible**.

Raw grains are not well digested by the small intestines – with over half the amount fed passes into the caecum where it ferments – yielding acid, heat, gas and ammonia.

Recent veterinary research has found that processing of grains by crushing or cracking does little to improve digestion.

Oats whether whole or crushed – are only 45% digested in the small intestine; whole, cracked or crushed are only 29% digested and barley only 21% digested. The cold mill process is best.

Protein for the older senior horse requires between 12 and 14 percent in order to maintain better muscle and body condition.

The key is "COLD milled" (created with OUT heat) **flax seed meal** (high in Omega 3 oil) have been found to benefit blood oxygen levels and reduce the incidence and severity of arthritis and inflammatory skin conditions in senior horse's.

A small amount of **cold milled flax seed** oil or meal per day could provide benefits for the blood and immune system in older horses.

It's also good to feed if the older senior horse has trouble maintaining their weight, especially in the winter months as this can provide them with added energy and calories.

Older horses, with little or no teeth, can sometimes be maintained by soaking hay and grain to make a mash.

Hay cubes and beet pulp soaked in warm water for an hour or so before feeding become very manageable for the older horse to eat.

Pelleted grains can be soaked to make them much easier to chew.

Choosing soft, leafy hay with a higher concentration of legumes is also a good idea as the older horse may have trouble chewing and digesting a stemmed, fibrous grass hay.

Second cut grass hay is also soft and leafy if you can't find legume mixed hay.



The adult inactive-leisure horse is a horse that spends most of its time relaxing in the pasture or stable and keeping him healthy and fit can be a challenge.

Biggest Challenge

A balanced diet and proper supplementation can keep your horse from getting too fat, too thin or unhealthy. Inactivity can make an easy keeper **obese** and a hard keeper can drop weight and be **emaciated**.

Your horses are counting on you to keep them healthy and happy.

Your Horses' daily diet needs to be supplemented with many different nutrients in all the proper amounts of energy, protein, minerals, vitamin and amino acids to ensure nutritional stability.

Special Attention

To ensure your horse is getting all the nutrient supplements they need without the added calories and to make certain all the nutritional bases are covered.

Solution

A Natural & Organic Life Stage supplement contain **vitamins**, minerals, **amino acids**, joint nutraceuticals, **herbs**, immune builders, **antioxidants**, detoxifiers and **omega 3, 6, and 9** fatty acids all in one by using ingredients from horse's natural diet.

To help your horse gets these important phytonutrients they need, you can provide your horse with **daily access to native or unimproved pasture**, woodlands or other natural areas where a variety of non-grass herbage may be found, even hand grazing your horse among all the various vegetation works.

Let's have a look at your horse's natural diet to see what types of food your horse is naturally designed to eat

First off, your horse is a herbivore



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That means... they're designed to eat herbage (plant material).

A horse's body is designed for continuous intake of high fiber, low starch, low sugar and low fat living plant material from a wide variety of plants and non plants.

So your horse can metabolize a wide variety of grasses, herbs, twigs, bark, flowers, seeds, roots and fruits if they were in a natural setting.

And just like us, your horse's body craves a little variety now and again.

From a horse's perspective, variety and freshness of phytonutrients (plant source nutrients) is essential for good health.

A little of this, a little of that. It's the constant assortment of natural plant source nutrients that will keep your horse healthy and strong.

Makes sense right?

**Horse Moms organic and natural life stage supplements
are based on this premise...**

Feed a variety of plants and non plants based on your horse's natural diet and you're increasing the probability that their diet will meet their needs of:

- 🌱 minerals
- 🌱 vitamins
- 🌱 antioxidants
- 🌱 protein
- 🌱 fiber
- 🌱 fatty acids

In my opinion, it's a whole lot better than throwing icky smelling pharmaceutical grade or worse still feed grade (NOT for human consumption) supplements into their bucket and trying to mask the taste with all sorts of funny stuff.

Think of it like this... (from a human perspective)



Would you rather get your vitamin C from a nice juicy orange, or from one of those big, hard, pelleted, vitamins?

You know the kind right?

The ones that when you crack them open smell so bad that you have to open the windows to get that retched smell out.

So how do you think your horse feels when you fill their bucket with that awful smelling animal grade / pharmaceutical grade powder?

What's worse... Who knows what kinds of fillers are mixed in with it?

And you expect them to gobble this "stuff" up?

Starting to make sense why they turn their noses up at it or you have to add all sorts of "flavors" to get them to eat the stuff?

So here's what we did...

We created a Complete Life Stage supplement using only natural and organic ingredients that are part of your horse's natural diet

Why?

Because **your horse's genetic evolution** has produced a metabolism which operates efficiently on a wide variety of grasses, herbs, twigs, bark, flowers, roots, fruits seeds, etc.



They love this stuff and their bodies thrive on it

We do our best to reproduce the smorgasbord a horse would eat in the wild.

We can offer a selection of natural supplements made of herbs, plants, kelp, bark, roots, flowers, fruits and seeds which provide the **vitamins**, minerals, **amino acids**, fatty acids, **fiber** and **detoxifiers** your horse needs to stay healthy naturally.

We use ingredients close to your horse's natural diet.



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These ingredients provide the body with “organic” elements that are easier for the body to metabolize... That means more available nutrition vs. regular supplements using “inorganic” ingredients.

These ingredients help keep your horse feeling and staying healthy.

- ❖ Amino acids, vitamin B1 and B6 from kelp, grape seed, flax seed and alfalfa aid in muscle development to **repair and rebuild muscle** from growth, training and competition
- ❖ Minerals like silicon, calcium, phosphorus and copper and vitamin A, C and B2 from herbs (alfalfa, cleavers, oat straw, dandelion, nettle, and rosehips) help **strengthen** and **build bone** for **growth** and competition.
- ❖ Anti-inflammatory from herbs, roots and seeds (celery seed, milk thistle, meadowsweet, rosemary, devil’s claw) to help **restore joint function**.
- ❖ Phyto-nutrients, antioxidants and vitamin E from fruits and plants (rosehips, grape seed, strawberry, raspberry, flax seed, nettle) help **mop up damaging free radicals** that harm healthy cells and **strengthen the bodies defenses**.
- ❖ Omega 3, 6 and 9 Fatty acids from seeds (flax seed, milk thistle, and celery seed) aid in muscle recovery **alleviate stiffness and soreness** during activity and **stabilize** blood sugar.
- ❖ Herbs, bark, roots and vitamin C (garlic, rosehips, nettle, cleaves, dandelion, kelp, grape seed) help **stimulate** and **support** your **horse’s immune system**.
- ❖ Detoxifiers and vitamin E from herb, roots, and plants (milk thistle, nettle, dandelion, malic acid, burdock, and Siberian ginseng, garlic) to **support** your horse’s own elimination processes to help **get rid of toxic metals, infections, drug damage**, etc.

Here's The Problem

Most supplement companies look at your horse in parts; skin, hoofs, joints, digestive system, immune system, respiratory system, etc. and they make their supplements fit those problems.

They're not about PREVENTION.

By the time you need these, it's too late.

So you wind up having to buy more than one supplement and not knowing if you are giving more of one kind of nutrient than another. (Make sure the ratios are correct!)



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Besides by doing this you risk unbalancing your horses' body.

That's we blend all the required ingredients your horse needs together into one container.

So instead of having to buy several products (and guessing) ... We put all the ingredients in one supplement. We look at your horse as a "whole" so we can offer the right supplements, at the right time, in the right amounts.

Better to PREVENT a problem then try and fix it

Animal Kingdom supplements provide the nutrients in **one portion**, in the **proper ratio** needed to receive full nutritional and health benefits at the **right time**.

We focus on your whole horse for better health, **stable growth**, enhanced breeding and **performance**.

Veterinary research consistently shows that...
What's in the feed bin can adversely affect health

Applying basic principles that have stood the test of time, with the most up to date science, nutrition and holistic research and all fundamental to the formulation of **Horse Moms** Complete Life Stage supplements (natural and organic).

We Help You Help Your Horse
Your Entire Horse
(not just a piece)

Safely using the most current knowledge on equine nutrition and health, plus...

We found the best way to optimize your horse's health, performance and longevity is by keeping close to your horse's natural diet and feeding your horse based on their **life stage**, **activity**, **age**, **weight** and **condition** to ensure they meet their individual nutrient needs.



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It's also a matter of feeling comfortable that you're...

- 🌱 supplementing exactly what they need
- 🌱 in the right amounts
- 🌱 at the right time
- 🌱 for their whole body

We care about your horse like we care about ours because we are Horse Moms too!

Sincerely,



Mary Bogdanski
Organic Horse Supplements
"Keep Them Safe and Healthy For Life"
Animal Kingdom Organics

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