



PURINA

Enrich^{PLUS}

RATION BALANCING HORSE FEED



Enrich Plus™ Horse Feed is a concentrated, pelleted ration balancing horse feed designed to be fed as a horse's sole ration, along with quality hay or pasture.

- Concentrated formula with low 1-2 pound feeding rate
- Fills protein, vitamin and mineral gaps in forage, without unnecessary calories
- Low sugar, low starch formula contains no grains

ENRICH PLUS™ RATION BALANCING HORSE FEED KEY INGREDIENTS & BENEFITS

- **High Quality Protein:** 32% protein with essential amino acids lysine and methionine for growth, development and muscle maintenance and repair.
- **Quality Ingredients:** that are highly digestible and naturally palatable.
- **Corn-free and Oat-Free:** for horses with specific sensitivities.
- **Vegetable Oil:** to support a shiny hair coat and healthy skin condition.
- **Formulated by Equine Nutrition PhDs:** to address nutrient deficiencies and imbalances common in a forage-only or unfortified grain diet.
- **Concentrated Formula:** to provide required nutrition without excess calories.
- **Added Antioxidants:** including Selenium and Vitamin E to help address the damaging effects of free radicals.
- **B Vitamins:** to help maintain metabolic functions.
- **Low Starch and Sugar:** may help horses who have difficulty maintaining blood sugar levels.

WHY 32% PROTEIN?

Because of the low 1-2 lb feeding rate, protein and other nutrients must make up a larger percentage of Enrich Plus™ Ration Balancing Feed to help ensure your horse is getting enough nutrition.

One pound of Enrich Plus™ Ration Balancing Feed provides 145 g of protein, roughly equal to the 136 g of protein in 3 lbs of a traditional 10% pelleted feed.



NEW Look - NEW Name Formerly Enrich 32

Enrich Plus™ Ration Balancing Feed starts with the same great Enrich 32 supplement formula, but with additional selenium and vitamin E to meet an 1,100 lb maintenance horse's daily NRC requirements for those nutrients at a 1 pound per day feeding rate, regardless of the selenium and vitamin E content of the forage.





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RATION BALANCING HORSE FEED

ENRICH PLUS™ RATION BALANCING FEED IS BEST SUITED FOR:

EASY KEEPERS

Easy Keepers who maintain body weight and condition on hay or pasture alone, or are not able to eat the minimum recommended amount of another feed without gaining unwanted weight.

YOUNG, GROWING HORSES

Young, Growing Horses who may require concentrated nutrition to support growth and development with fewer calories when slower growth rate or reduced body condition is recommended.

STALLIONS & EARLY GESTATION MARES

Stallions & Early Gestation Mares that may need a more concentrated source of nutrition. Also appropriate for working horses who may need protein, vitamin and mineral supplementation.

FEEDING RECOMMENDATIONS:

Purina® Enrich Plus™ ration balancing horse feed is designed to complement and fortify hay or pasture. The feeding recommendations are based on the following assumptions: an expected mature weight of approximately 1,100 pounds^a and the horse is consuming at least 2.0%^b of its body weight in hay or pasture (dry matter).

^a For horses that do not approximate this expected mature weight (such as miniature horses, ponies and draft horses), feeding rates for mature horses at maintenance can be estimated based on 0.1-0.2 lbs Purina® Enrich Plus™ per 100 lbs body weight per day.

^b Always provide a minimum of 1% of the horse's body weight in hay or the equivalent in pasture.

GROWTH^c

Age (months)	Weight (lbs)	Enrich Plus™ (lbs/day)	Hay (lbs/day)
4 - 8	400 - 700	2.5 - 3.0	8 - 14
9 - 17	700 - 900	2.0 - 2.5	14 - 18
18 - 24	900 - 1000	2.0	18 - 20

^c More rapid rates of growth can be achieved by adding grain to the diet. However, given the inherent nutritional inconsistencies of straight grain diets, more rapid rates of gain are more safely and successfully achieved by using one of the completely fortified and balanced horse feeds by Purina. Contact your local Purina retailer for the feed that best suits your needs. The nutritional needs of foals less than four months of age are better satisfied with products such as Purina® Ultium® Growth, Strategy® GX or Omolene #300® horse feeds.

MAINTENANCE & REPRODUCTION^d

(BASED ON 1,100 POUND MATURE WEIGHT)

Lifestyle	Enrich Plus™ (lbs/day)	Hay (lbs/day)
Horses at maintenance and broodmares through the 2nd trimester of gestation	1.0 - 2.0	22

^d The additional calories needed during the last trimester of gestation and during lactation can be provided by adding grain to the diet. However, given the inherent nutritional inconsistencies of straight grain diets, a more nutritionally balanced and desirable source of calories can be provided by using an appropriate Purina® horse feed designed to meet the needs of gestating and lactating broodmares. Contact your local Purina retailer for the feed that best suits your needs.

MODERATE PERFORMANCE^e

Lifestyle	Enrich Plus™ (lbs/day)	Hay (lbs/day)
Horses performing occasional work or recreational activities	1.5 - 2.5	22

^e The additional calorie and nutrient demands of such horses may be better satisfied with products such as Purina® Ultium® Competition, Strategy® GX, Strategy® Healthy Edge®, Omolene #100® or #200®, #400® or #500® horse feeds.

IMPORTANT CONSIDERATIONS:

See product bag for other important feeding considerations.

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, VISIT OUR WEBSITE AT HORSE.PURINAMILLS.COM OR CALL 1-800-227-8941

Manufactured by: Purina Animal Nutrition LLC
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