

Building Stronger Hooves — AND — **BETTER VALUE**



INTRODUCING HOOFLEX® CONCENTRATED HOOF BUILDER

Talk with any farrier about hoof health, and you're likely to hear the same thing: it starts from the inside out. That's why we created new Hooflex® Concentrated Hoof Builder, featuring proven ingredients that help provide the essential building blocks to support strong, healthy hooves—all from a brand you and your customers know and trust.

- **Nutritionist-formulated with targeted hoof nutrients**
- **Prebiotics and chelated minerals for high bioavailability**
- **Concentrated formula and no fillers mean great value**



Maximizing Effectiveness

WITH ESSENTIAL

HOOF NUTRIENTS

HOOFLEX® VS. THE COMPETITION

HOOFLEX® CONCENTRATED HOOF BUILDER OFFERS:

- Higher levels of essential hoof nutrients than many competitors
- A low cost per day, providing exceptional value
- Concentrated serving size with no fillers

Product Name	Cost/Day	Biotin (mg)	Methionine (mg)	Lysine (mg)	Zinc (mg)	Copper (mg)	Recommended Daily Serving Size 1,000 lb. Horse
Hooflex® Concentrated Hoof Builder	\$0.83	24	6690	3152	514	180	57g
Farrier's Formula® Double Strength	\$1.17	20	5300	1000	250	92	85g
Grand Hoof™ Pellets	\$0.66	20	3000	1500	250	50	28g
Horseshoer's Secret® Concentrate	\$0.87	25	2898	1874	212	70	57g
SmartHoof® Ultra	\$1.27	35	4500	2000	400	100	30g

Based on average retail prices and manufacturers' labels as of 1/20/15.



PROVEN INGREDIENTS HELP MAKE THE MOST OUT OF EVERY PELLET

Hooflex® Concentrated Hoof Builder features proven ingredients in a palatable alfalfa base.

- **Purified Biotin** and **Omega-3** help support healthy hoof growth
- **Zinpro Performance Minerals®** deliver essential hoof minerals in chelated form for high bioavailability and utilization
- **Tasco®** provides powerful prebiotics that help support optimal nutrient absorption

HOOFLEX® CONCENTRATED HOOF BUILDER

PRODUCT	ITEM	UPC	INNER PACK	CASE WT.
5.6 LB. PELLETS/BAG (45-DAY SUPPLY)	450201	0 11444 50201 2	6 eaches	35.8 lbs.
11 LB. PELLETS/BAG (90-DAY SUPPLY)	450202	0 11444 50202 9	4 eaches	48 lbs.



The Horse World's Most Trusted Name®

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