

Welcome to Absorbine®



Supplements



Bute-Less®

Eases discomfort associated with exercise and aging

Supports a healthy inflammatory response

- Proven alternative relief for horses with aches and discomfort
- Uses natural ingredients - Devil's Claw, vitamin B-12, and yucca
- Provides long-term comfort and recovery support
- Gentle on the stomach
- 5 star SmartPak product
- Great value! As low as \$0.40 per day for horse owners
- Highly palatable
- For daily use

Available In:

- 1 oz. Paste Syringe (3 doses)
- 2 lb. Pellets/Bag (32-Day supply)
- 5 lb. Pellets/Tub (80-Day supply)
- 10 lb. Pellets/Tub (160-Day supply)
- 32 fl. oz. Solution (32-Day supply)
- 1 Gallon Solution (128-Day supply)



Bute-Less[®] Performance

Curcumin-based formula for comfort & recovery support

Comprehensive support for managing occasional stiffness, soreness, and discomfort associated with training and competition

- Specifically designed for the needs of hard-working performance horses
- Show-safe formula (USEF and FEI)
- Utilizes an optimum blend of powerful natural ingredients that may help to:
 - Relieve inflammation associated with training and competition
 - Support GI tract health and recovery from gastric distress
 - Support muscle recovery
 - Protect against free radical damage
- Utilizes patented Longivda[®] SD optimized curcumin
 - 65x more bioavailable than unformulated curcumin



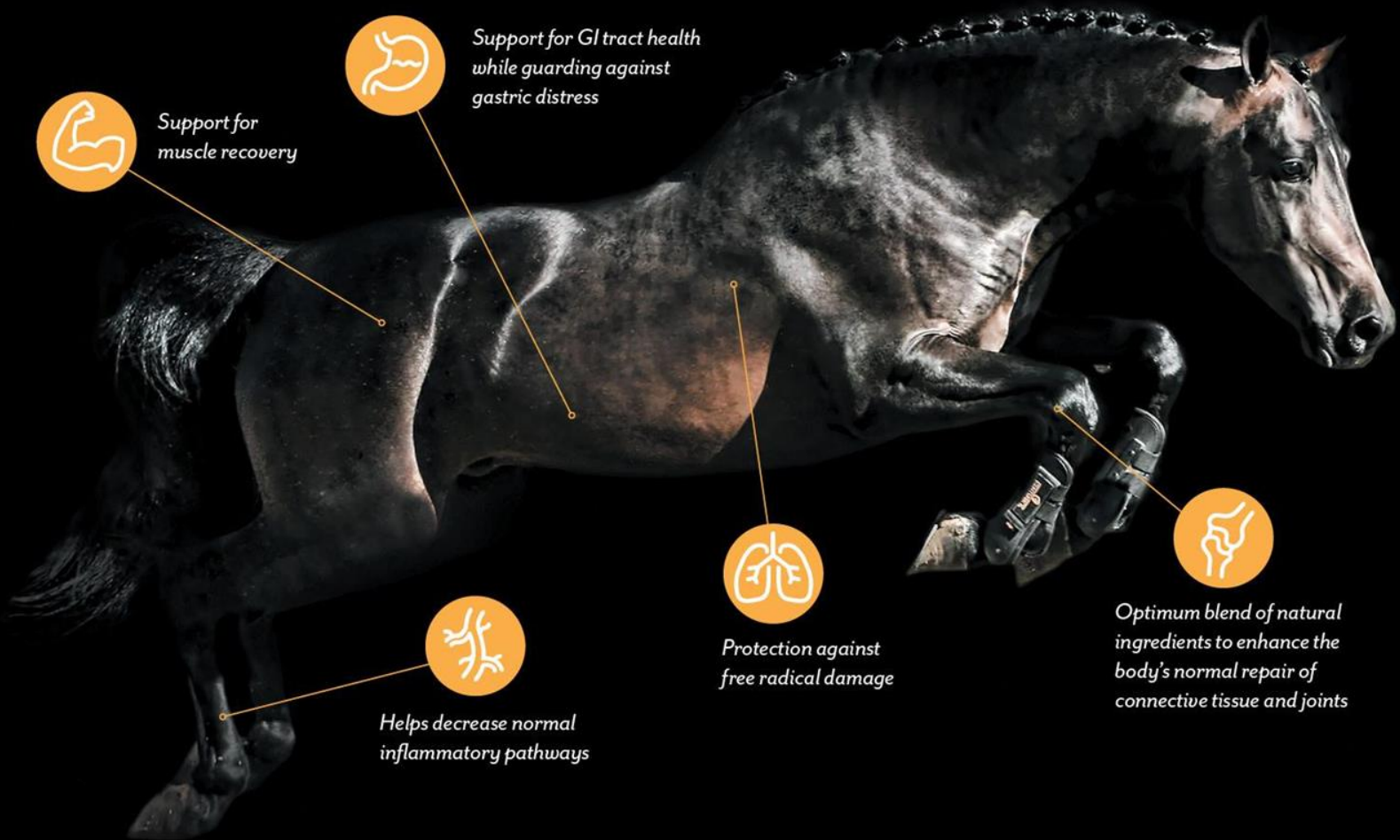
AVAILABLE IN:

3.75 lb. Tub/Pellets (30-day supply)



Bute-Less[®] Performance

Curcumin-based formula for comfort & recovery support



Support for muscle recovery



Support for GI tract health while guarding against gastric distress



Helps decrease normal inflammatory pathways



Protection against free radical damage



Optimum blend of natural ingredients to enhance the body's normal repair of connective tissue and joints



Flex+Max

Offers comprehensive joint care featuring enhanced ingredient levels for guaranteed results at a great value

- Optimized pellets for advanced joint health and mobility
- Highly concentrated joint and connective tissue formula
- Includes rice bran and flaxseed
- Low molecular weight chondroitin enhances bioavailability
 - 5x smaller than what is used in many other joint supplements
- Highly palatable with fenugreek flavoring
- No fillers

Available In:

5 lb. Tub/Pellets (30-day supply)

10 lb. Tub/Pellets (60-day supply)



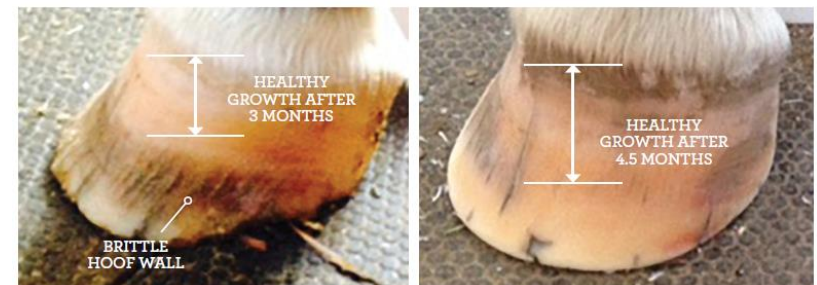
Joint Supplement Competitive Landscape

Product Name	Form	Cost/Day	Glucosamine	Chondroitin Sulfate	HA	MSM	Boswellia	NASC
4-in-1 HA	Pellets	\$ 2.28	7,000	1,000	50	3,000	-	★
Absorbine Flex+Max	Pellets	\$ 2.12	10,000	1,200	150	5,000	130	★
Chondrogen EQ	Powder	\$ 1.25	5,000	500	20	-	-	★
Corta-Flx	Pellets	\$ 1.16	-	-	50	-	-	
Cosequin ASU Plus	Powder	\$ 3.09	7,200	1,200	50	5,000	-	
Grand Flex Senior	Powder	\$ 2.05	7,500	50	50	10,000	1,000	★
SmartCombo Ultimate Pellets	Pellets	\$ 6.07	10,000	1,000	150	10,000	-	



Hooflex Concentrated Hoof Builder

- Field-tested and farrier-approved for supporting strong, healthy hooves
- Nutritionist-formulated with 24mg biotin per concentrated 2 oz. serving
- Zinpro Performance Minerals® 4-Plex®C delivers essential hoof minerals (zinc, copper, manganese, and cobalt) in chelated form for optimal utilization
- Tasco® AOS all-natural prebiotic supports GI tract so horses get the most out of every pellet
- Diamond V® Original XPC™ provides prebiotic activity that helps improve nutrient digestibility



Available in:

5.6 lb. Pellets/Bag (45-day supply)

11 lb. Pellets/Bag (90-day supply)



Hoof Supplement Competitive Landscape

HOOFLEX® VS. THE COMPETITION

Product Name	Cost/Day	Biotin (mg)	Methionine (mg)	Lysine (mg)	Zinc (mg)	Copper (mg)	Recommended Daily Serving Size
Hooflex® Concentrated Hoof Builder	\$0.83	24	3363	1596	257	90	2 oz.
Farrier's Formula® Double Strength	\$1.17	20	5300	1000	250	92	4 oz.
FOCUS HF	\$0.90	10	3147	1616	255	79	1.5 oz.
Horseshoer's Secret® Concentrate	\$0.87	25	2724	1704	212	70	2 oz.

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

Farrier's Formula is a trademark of Life Data Labs, Inc. Horseshoer's Secret is a trademark of Farnam Companies, Inc.



The Missing Link®

Veterinarian formulated for nose-to-tail health



Omega-3 and nutrient-rich flaxseed formulas, optimized for your horse's needs

How is The Missing Link® Different?

- We use the whole flaxseed for the benefits of both the oil and the shell – *no byproducts*
 - Fresh-ground, high-quality whole brown flaxseed base
- Stays fresh *without preservatives*
 - Specialized packaging and process ensures freshness
- Proprietary cold processing ensures maximum nutrient retention
- No artificial colors or flavoring
- Powder/micro flake formula



The Missing Link[®] Well Blend[®] Skin & Coat

The Original Equine Superfood Supplement[®]

Our proprietary manufacturing and packaging process allows the freshly ground flaxseed to retain nutrients and remain stable without preservatives.

- Rich in omega fatty acids, vitamins, and minerals essential for healthy skin and coat
- Fatty acids are essential for everyday health, the heart and cardiovascular systems, and healthy joints
- Contains phyto (plant) nutrients to support general health and nutrition
- Supports the immune system



Available in:

5.3 lb. Bag (60-day supply)

10.6 lb. Bag (120-day supply)



The Missing Link[®] Well Blend[®] + Joint

All of the benefit of Skin & Coat, *plus* added joint support

- The Missing Link[®] signature fresh-ground flaxseed base
- Improved formula with 5,000 mg Glucosamine
 - Double from the previous Hip & Joint formula
- Uses the Skin & Coat formula as the base
- Balanced ratio of Omega-3 & -6 essential fatty acids support cardiovascular and intercellular health



Available in:

5.3 lb. Bag (60-day supply)

10.6 lb. Bag (120-day supply)



The Missing Link[®] Well Blend[®] Senior

All-in-one health supplement targeting the needs of aging horses

- The Missing Link[®] signature fresh-ground flaxseed base
- Rich in balanced Omega 3 and 6 fatty acids
- Supports and promotes long-term health
- Focus on Joint health, digestive function, antioxidants, cognitive function
- Utilizes unique ingredients like Grape Seed Extract and Ginkgo, along with long-trusted ingredients like glucosamine, MSM and probiotics
 - *Grape seed extract is one of the most potent plant based antioxidants*
- Nutritionist-formulated



Available in:

5.3 lb. Bag (60-day supply)

10.6 lb. Bag (120-day supply)

