

WHY HORSES GET GASTRIC ULCERS

Problem: Horses have evolved to eat many small meals per day almost on a continuous basis. They have small stomachs that account for only 8% of their digestive tract, which can empty in a mere twelve minutes. As a result, horses produce strong stomach acid continuously, even if food is not present.

Concentrate feeding of stalled horses and competitive horses inadvertently contribute to ulcer formation by allowing excess acid to accumulate in the fundic portion of the stomach. This area has a phospholipid rich protective epithelial layer. Imposed feed deprivation can often result in erosion and ulceration.

Solution: Research has shown that mixed phospholipids like those found in Starting Gate™, strengthen the cell membranes of the digestive tract and acts as a short term barrier to acid in the fundic portion of the stomach.

Estimates are that 80% of race horses and 56% of non race horses have gastric ulcers. Adult horses with ulcers exhibit a combination of poor appetite, dullness, attitude changes, decreased performance, poor body condition, rough hair coat, poor hoof growth, weight loss and colic.

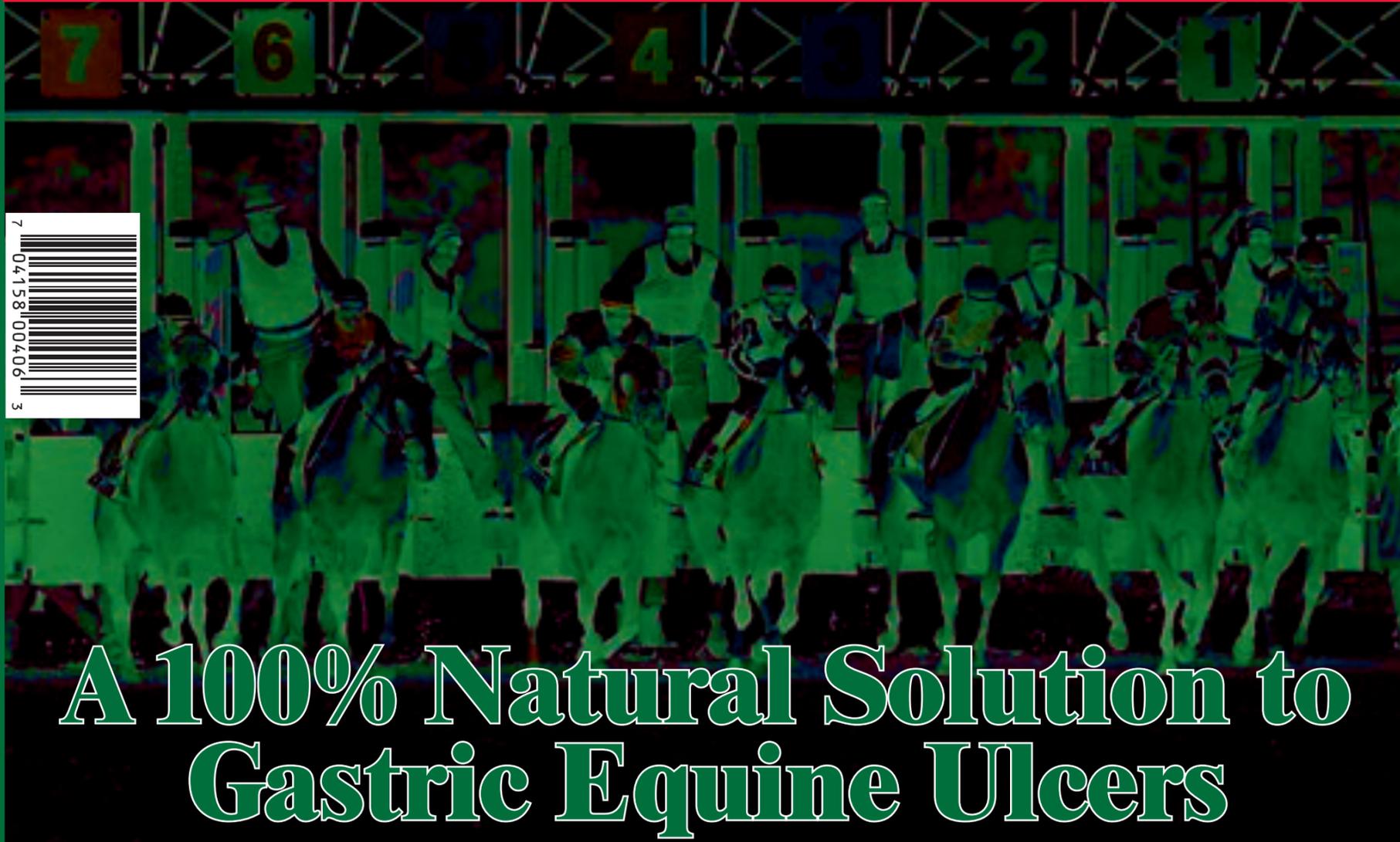
STARTING GATE™

How it works: *Starting Gate™* is a natural food additive that nutritionally strengthens the epithelial tissues that line the gastro-intestinal tract. *Starting Gate™* is a highly concentrated form of phospholipids (97% A.I.min) which function on a cellular level to benefit the specialized cells that absorb food and supplement (e.g. vitamins) nutrients and pass them through to the blood supply. Phospholipids have also been reported to nutritionally help prevention and reversal of equine gastric ulcers.

Directions: Sprinkle food granules on top of animal's daily feed ration. Use ratio of ¾ cup to 1 cup (90-120 grams) per 1000 pounds of animal. See back panel for dietary recommendations for smaller companion animals and humans.

Ingredient statement: Food grade apple pectin E440 and soy lecithin/mixed phospholipids E322 tri-calcium phosphate E341. It is recognized as a safe food additive for humans and animals by US Food and Drug Administration, European Union, and World Health Organization. Made in USA.

Starting Gate™ Granules



A 100% Natural Solution to Gastric Equine Ulcers

18.75 lbs (five gallons)

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Dietary Recommendations

3.75 lbs (one gallon) is about a three week supply for a horse.

Take 10 to 20 grams of granules per 100 pounds of body weight daily.

1 TBS (tablespoon) = 7.5 grams
¾ to 1 Cup = 100 to 120 grams

Examples

¾ to 1 TBS children over 2 years,
1 to 2 TBS companion animals to 100 pounds

1 to 2 TBS adults,
2 to 5 TBS companion animals to 200 pounds

¾ to 1 Cup horses to 1,000 pounds

These statements have not been evaluated by the FDA (Food and Drug Administration). This product is not intended to diagnose, treat, cure, or prevent any disease.

Starting Gate Nutritional Profile

	2Tbs. (15g)	¾ cup (100g)
Total Fat	8g	53g
Saturated	<2g	12g
Monounsaturated	<1g	5g
Polyunsaturated	5g	33g
Trans Fatty Acid	0	<0.5g
Cholesterol	0	0
Total Carbohydrate	<2g	8g
Dietary Fiber	0	0
Sugars	<1g	4g
Protein	0	0
Lipids	12g	82g
Carbohydrates	<2g	8g
Ash	<2g	12g
Moisture	<1g	1g
Sodium	5mg	30mg
Calcium	112mg	745mg
Iron	.5mg	3mg
Potassium	180mg	1200mg
Phosphorus	540mg	3400mg

The granules represent a highly concentrated form of phospholipids (97% A.I.min.) in ratios that occur naturally in soybeans