



# Power Plus®

## (A.B.C.'s Plus for Canada)

**The secret to good nutrition is not how many nutrients are present in a supplement, but rather how available they are and how efficiently they can be utilized when digested.**

### **Power Plus** addresses these problems by:

- Providing your horse with the best nutrition through the latest technology.
- Optimizing the health of the digestive tract and breaking down complex nutrients through the addition of natural occurring and beneficial microorganisms.
- Enhancing a healthy population of beneficial microorganisms to remain in the horse's digestive system to form a natural defense against harmful bacteria.
- Including many needed enzymes which process and deliver food as well as antioxidants to protect against free radical damage.
- Giving your horse the opportunity to receive total balanced nutrition to achieve full genetic potential and consistent performance.

**Satisfied users of Power Plus report** reduced feed bills, better attitude, increased resistance to harmful bacteria outbreaks, sound hoof development, unbelievable hair coat shine, and general *overall improved health*.

**Power Plus is a supplement for the digestive system.**

It does not supply nutrients for the horse (Host Animal). **Power Plus** is a nutrient pack for digestive microflora only. The Ingredient List reflects ingredients that are processed by fermentation, yielding nutrient specific enzymes, substrate and stabilized bacteria.

Each individual horse has different nutritional requirements. With this in mind, **Power Plus** and the **Free Choice Stress System** offer the ability to fulfill individual nutritional needs. ( **Offer Free Choice White Salt at all times.** )

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# Reported Benefits from Power Plus (A.B.C.'s Plus) Users

## Improvements in Physical Health such as:

- \* Resistance to epiphysitis and colic
- \* Reduced leg problems during growth
- \* Sound and more disease resistant foals
- \* Reduced reactions to equine de-wormers
- \* Rapid improvement in mental stability
- \* Remarkably sound hoof development
- \* Improved action and movement
- \* Reduced feed requirements

## “Bottom Line”

## How will **Power Plus** Benefit my Horse?

- \* Increases the availability of minerals and protein in my horses' diets
- \* Addresses muscle and skeletal development
- \* Helps build immunities in the body
- \* Enhances hair coat and hoof development

### INGREDIENTS:

Steamed Rolled Oats, Condensed Cultured Whey, Steam Rolled Barley, Alfalfa Meal, Ground Corn, Linseed Meal, Ground Extruded Whole Soybeans, Sugarcane Sugar, Calcium Carbonate, Sedge Peat Moss, Dicalcium Phosphate, Diatomaceous Earth, Sodium Bentonite, Dried Seaweed Meal (Species-AscophyllumNodosum), Salt, Monosodium Phosphate, Zinpro 40 (990581), L-Lysine, Yeast Culture Dehydrated, Choline Chloride, Ascorbic Acid, Magnesium Oxide, Beta Carotene (580529), Potassium Sulfate, Vitamin A Acetate, Vitamin B12, Calcium Pantothenate, Riboflavin, D-Activated Animal Sterol (Source of Vitamin D3), Niacin, Thiamine Mononitrate, Pyridoxine Hydrochloride, Biotin, Folic Acid.

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# POWER PLUS®

Why is POWER PLUS (ABC'S PLUS) the world's number one Feed Additive?

**POWER PLUS = Dramatic improvement in fiber digestion.**

The **Benefits** of increased fiber digestion are: Increased mineral and protein assimilation.

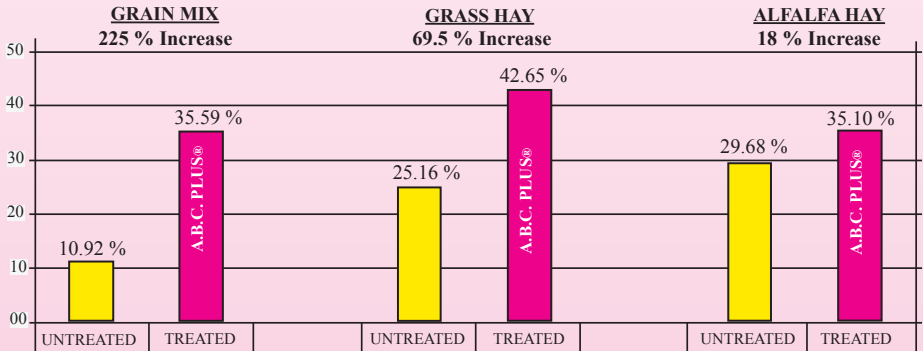
**Benefits** of this type of Mineral:

Highly available **single molecule, chelated** to carbon (sugar) by the plant.

This is the type of **mineral** that **animals** were **meant to live on, NOT** ground up rock which is very low in availability.

## Neutral Detergent Fiber Digestion

Independent Lab studies of A.B.C. PLUS® effect on digestion of Neutral Detergent Fiber Digestion yielded the following results.



This test was performed by using the following protocol:\*

GRAIN MIX	GRASS HAY	ALFALFA HAY
Control grain mix / fiber digestion = 10.92 %	Control grass hay / fiber digestion = 25.16 %	Control alfalfa hay / fiber digestion = 29.68 %
A.B.C. PLUS® added / fiber digestion = 35.59 %	A.B.C. PLUS® added / fiber digestion = 42.65 %	A.B.C. PLUS® added / fiber digestion = 35.10 %
<b>increase = 225 %</b>	<b>increase = 69.5 %</b>	<b>increase = 18 %</b>

\*These numbers were obtained through Invitro procedures

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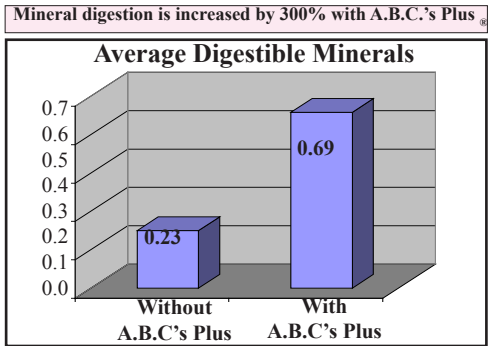
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# How Power Plus (A.B.C.'s Plus) Works

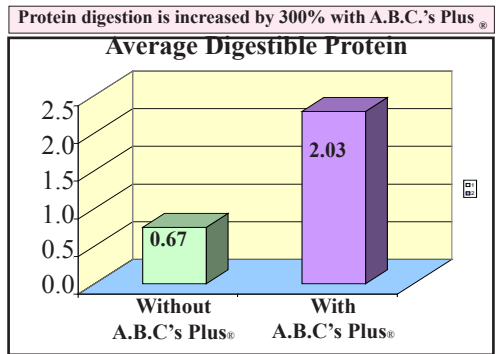
An average horse's diet contains **0.77 pounds** of digestible mineral.

3 LB	20% Alfalfa Hay	=4% Mineral	0.12LB
12 LB	80% Grass Hay	=5-5.5% Mineral	0.60LB
5 LB	Grain	=1% Mineral	<u>0.05LB</u>
			0.77LB



An average horse's diet contains **2.26 pounds** of digestible Protein

3 LB	20% Alfalfa Hay	=17% Protein	0.51 LB
12 LB	80% Grass Hay	=10% Protein	1.20 LB
5 LB	1/2 Oats	=12% Protein	0.30 LB
	1/2 Shelled Corn	=10% Protein	<u>0.25 LB</u>
			2.26LB



Note: These numbers do not reflect what nutrients are actually absorbed by the horse.

**DIRECTIONS:** (57g scoop enclosed)

**Stallions, Weanlings, Gestating Mares, Horses in Training, Yearlings and Lactating Mares:** Top Dress 2 scoops daily (114g).

**Aged Horses:** 2 to 4 scoops daily.

**Check with A.B.C. Representative for alternative feeding suggestions.**

**POWER PLUS® - 11.34 KG (25 LB) BAG** Item Number: CAN76225BAG (100 day supply)

**Power Plus Ships to Canada, No Hassles, No Worries!**

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# Feedback for Power Plus (A.B.C.'s Plus)

"This is one of the best and most natural supplements for horse intestinal health that I've tried. My horses gobble it down--it smells pleasant (kind of like sweet cured hay). I like the pelleted form and the fact I can buy it in hinged-lid buckets that are easy to open and shut with one hand. If you have a hard keeper or you're transitioning on and off pasture, this stuff is gold. I credit **ABC's Plus** from preventing colic after my crew has escaped a couple of times."

- Fridove - WA, May 2011

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"We started feeding **A.B.C.'s** 4 years ago when within 24 hours, both of our yearlings developed severe impaction colic from coastal hay. They spent a touch and go week at the vet hospital. It is a miracle they both survived! On the recommendation of a friend, we started all of our horses on the daily **A.B.C.'s**. Even the picky eaters don't mind the pellets and we have not had a single bout of colic in 4 years! It has been a life saver for us. Love it and never miss a day!"

- Hermann - Texas, February 2011

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"Hi Jim and ABC,

I have been using **ABC's Plus** for the last 21 years. I have a little Arabian mare who is now 34 years old. I have had her on the **ABC's Plus**, along with her son, whom I also still have, who is 24 this year.

**ABC's Plus** I believe is the main reason she is still with us. A few years ago, she had a tapeworm she picked up on our new property we moved to, and with that and her losing her molars over the last few years she was losing weight fast, so I upped her dosage to 8 oz daily of **ABC's Plus** and healed up her bowels from the tapeworm we killed off. Over the next year and a half, she re-balanced herself, gained her weight back, and to this day in January 2012 runs around like the boss mare she is, and everyone else is younger and bigger than she is. She also sheds out nicely by late June.



Here is her picture. Thank you Jim for such an awesome product and product line. It is the one supplement I will not allow my horses to be without."

- Vicki S.

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“My horses have been on ABC products for about 18 years or so. My eldest horse, Sunny, in his last few years at ages 35-37, had some digestive issues crop up. Hey, he was in his mid-30's after all!

I added extra **ABC's Plus** when he went downhill around age 35 or so, and I am convinced it helped turn him around from not eating for 6 days to coming back into great health and gaining his weight back, right up until he passed away at 37.

**First Picture on the right - "Pals" Jan. '07 -**

Sunny was not eating for about 6 days. Here he was lying down and we thought that was it. His best buddy was the standing protection and support around him, he lost weight too. I'd feed Sunny carrots and **ABC's Plus** and he perked up and began eating again, slowly.

So I just kept giving him however much he would take of the **ABC's Plus** he'd eat 3-4 times a day. Usually it was about 2 ounces at a time.

**Second Picture - "Sunny, me" from November 2008 -**

11 months later. Looking pretty great for 36!  
After a few days of this, he began eating his soaked rolled oats and alfalfa meal again and began picking back up.

**Third picture on right -**

The last picture is 5 days before he passed at his birthday party, all decorated up. Still in good weight at 37, with excellent blood work even though he was ready to go, which he did naturally (not euthanized) 5 days after his 37th birthday party.

Thanks for your products!”

- Sandy Rakowitz

“I started using ABC products in the mid 1990's – this is after three separate holistic horse veterinarians recommended the company to me. I was instantly amazed at how the horses picked and chose the different [free choice] minerals offered to them. Unfortunately, being in Canada, the borders have closed against us and we are no longer able to bring in the free-choice minerals into Canada. Fortunately, **ABC's Plus (Power Plus)** is still allowed into Canada. I have religiously fed the **ABC's Plus**, and never had a colic when on this product – this is with upward 25 horses. Twice, I ran out, and thought I would save myself the expense of feeding **ABC's Plus**, and both times, within 3 weeks, a horse would colic. So now it's a no-brainer – I feed it, and my horses love it. Thank you Jim and Kendra for such a wonderful company and such great advice anytime I need it!”

- Shirley Guertin, Centaur Riding School



Photo is a 2011 colt STORR (Stallone / Ockeross) – one of the wonderful babies that was born at Centaur breeding Farm in 2011.

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