



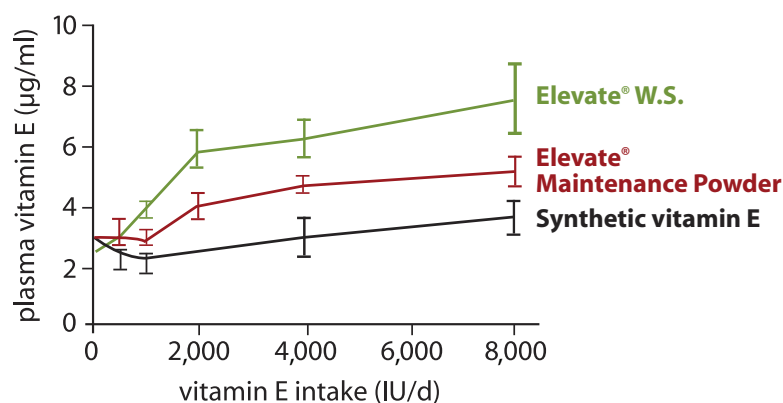
## The Elevate® Family

### Natural Vitamin E: Two Options to Choose From

The Elevate family of products was developed to meet your horse's individual needs. Elevate W.S. liquid can raise your horse's vitamin E status to the desired level quickly and efficiently. Elevate Maintenance Powder ensures, in an easy-to-feed and affordable manner, that vitamin E levels remain where you need them to be.

A horse's body produces free radicals as part of its normal workload. Unfortunately, an overload of free radicals can cause damage to certain tissues if the body is unable to keep them in check. Antioxidants ensure that free radicals are disarmed before they cause damage.

### Absorption of natural vitamin E surpasses synthetic



### Vitamin E: Natural vs. Synthetic

Vitamin E is the most powerful antioxidant in the equine diet. But not all forms of the vitamin are created equally. Most supplements contain synthetic vitamin E (dl-alpha-tocopherol acetate), which is not as potent as natural vitamin E (d-alpha-tocopherol acetate). Compared to synthetic vitamin E, the body can more efficiently transport and deliver natural vitamin E to target tissues. Current research in several species, including horses, shows that natural vitamin E is two to three times more potent than synthetic.

### Elevate® W.S.

Elevate W.S. is a revolutionary liquid supplement that provides unsurpassed vitamin E nutrition to horses of all ages. The natural vitamin E in Elevate W.S. has undergone state-of-the-art processing that allows it to be converted to a water-soluble molecule, which is absorbed more efficiently from the digestive tract. Research has proven that circulating blood levels of vitamin E significantly increased by the seventh day of supplementation (Pagan et al., 2005). Choose Elevate W.S. when you need to achieve high circulating blood levels of vitamin E in a short period of time. Elevate W.S. is sold through veterinarians only.

### Elevate® Maintenance Powder

Elevate Maintenance Powder is a supplemental source of natural vitamin E for horses of all types and ages. When a more gradual increase in circulating levels of vitamin E is adequate or when vitamin E level needs to be maintained over a long period, choose Elevate Maintenance Powder. Research has shown that circulating blood levels increased considerably after just 21 days of supplementation. Easy to feed and economical, Elevate Maintenance Powder is concentrated, so as little as 7 g per day delivers 1,000 IU of natural vitamin E.

**Try Elevate Today!**

Contact Kentucky  
Performance Products  
for ordering information  
at 859-873-2974 or  
[www.KPPusa.com](http://www.KPPusa.com)



P.O. Box 1013  
Versailles, KY 40383

## Which horses need vitamin E supplementation?

### **Performance horses**

As athletic effort increases, free radical production flourishes and normal stores of antioxidants have difficulty providing protection against the flood of free radicals generated. Supplementation with vitamin E is necessary to ward off the ill effects of mass-produced free radicals associated with intense exercise (Hoffman et al., 2001; McMeniman and Hintz, 1992; and Williams et al., 2003).

Supplementation with Elevate reduces muscle stiffness and soreness, speeds up recovery time after intense exercise, and increases exercise tolerance.

### **Breeding horses**

Mares supplemented with vitamin E have shown increased passive transfer of antibodies to foals, which ensures the strength of the neonatal system (Hoffman et al., 1999).

Orphan foals benefit from vitamin E. When added to milk replacers, vitamin E acts as an effective immune booster following colostrum intake.

Vitamin E has been linked with increased libido and semen quality in stallions. One of the most important functions of vitamin E in stallions is cell membrane protection achieved by scavenging free radicals. Chilling, freezing, and shipping semen increase free radical production.

### **Horses with neurological diseases**

Vitamin E supplementation is critical in horses battling neurological diseases such as equine degenerative myeloencephalopathy (EDM), equine motor neuron disease (EMND), and equine protozoal myeloencephalitis (EPM). Mayhew and coworkers (1987) found that supplementing mares with 1,500 IU of vitamin E per day decreased the incidence of EDM from 40% to 10% in foals born to these mares. Two recent studies conducted at the University of California, Davis showed that daily administration of 10,000 IU of vitamin E, as water-soluble d- $\alpha$ -tocopherol, was able to cross the blood-brain barrier in healthy horses. This allowed for vitamin E to reach the target site, the brain and spinal cord, and be potentially beneficial for horses with neurologic disease. It was also concluded that vitamin E supplemented as water-soluble natural vitamin E was transferred across the blood-brain barrier more effectively than an equal IU quantity of synthetic vitamin E.

### **Horses without access to fresh pasture**

Fresh pasture is the greatest source of vitamin E in nature. The vitamin E content of dried forages such as hay and hay cubes is severely diminished, with such forages losing more than 75% of their vitamin content upon harvesting and storage. In winter months or throughout periods of stall confinement such as training, showing, or lay-up, fresh pasture is often not an option. In such cases horses should be supplemented with a natural vitamin E supplement from the Elevate family.

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*“By means of its proven superior bioavailability, Elevate provides me with the confidence that I am delivering adequate antioxidant support.”*

*—Fairfield Bain, DVM*



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