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Kentucky Performance Products

Wiser Concepts

Developed to enhance client satisfaction and increase your profitability

Minimize dehydration-related emergency calls

Emergency calls are inconvenient and costly to both you and your client. By educating your clients about the need for proper hydration and electrolyte replacement in their horses, you can help them avoid many problems before they start. The key to proper hydration is to keep horses drinking, and replenish the nutrients lost in sweat quickly and effectively.

To avoid dehydration and reduce chronic and acute losses of electrolytes, suggest the following to your clients:

- Feed a well-balanced diet that supplies plenty of highquality fiber, as fiber helps retain water in the gut and supplies potassium.
- Offer horses free access to a plain white salt block or loose salt lick. Provide a constant source of fresh, clean water.
- Recommend supplementation with ElectrolyteWise[™] when horses are sweating due to exercise, hot weather, or stress.

Start teaching your clients how to avoid dehydration and recommend ElectrolyteWise today

ElectrolyteWise veterinary formula provides oral electrolytes, B vitamins, and trace minerals. ElectrolyteWise:

- Delivers electrolytes in the proper concentrations and ratios
- Provides B vitamins, which are essential to proper metabolic function
- Replenishes trace minerals necessary for optimal muscle function and energy conversion
- Stimulates the thirst response, which keeps horses drinking and hydrated



ElectrolyteWise is concentrated. It is easy to adjust feeding levels to meet a horse's individual and ever-changing needs.

ElectrolyteWise serving instructions:

ElectrolyteWise should be added as a top dressing on the daily grain ration or mixed with a carrier (applesauce or molasses, e.g.) and given orally. 1 scoop of ElectrolyteWise is equal to 1 oz.

ElectrolyteWise can be used as a daily supplement. Because of its concentrated formula it is easy to adjust the level of supplementation to meet a horse's individual needs. The amount of supplementation will depend on the level of work and the intensity of the heat and humidity the horse is working in.

Level of work	Normal Environment (oz/day)	Hot, Humid Environment (oz/day)
Rest	0	1
Light Work	1	1-2
Moderate Work	2	2-3
Heavy Work	3*	3-4*

*It is recommended to divide daily doses of 3 to 4 ounces into separate feedings of no more than 2 oz each.

Guidelines for determining workload level

Always take temperature and humidity levels into consideration when supplementing with an electrolyte. Horses will sweat more in hot, humid climates. When it is very dry or cold, sweat may evaporate quickly and be less noticeable.

LIGHT WORK:

Visible Sweat (up to 5 liters sweat loss) For example: dressage, western and English pleasure, trail horses, equitation

MODERATE WORK:

Dripping Sweat (5-10 liters sweat loss) For example: jumping horses, racehorses, barrel racing, cutting, roping

HEAVY WORK:

Dripping Sweat for Extended Periods (more than 10 liters sweat loss) For example: upper level three-day event, western

performance horses, polo ponies

Discussing and starting your clients on an electrolyte supplementation program can reduce the risk of a horse developing electrolyte imbalances and dehydration that result in an emergency situation. Establishing preventative care routines such as this are a win-win for the horse, the owner, and the veterinarian. For more information on ElectrolyteWise, please email WiserConcepts@KPPusa. com or call 800-772-1988.





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