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Wiser Concepts Developed to enhance client satisfaction and increase your profitability

Sustain bone density in young horses and layups with BoneWise™

Bone remodeling is a lifelong process.

Bone remodeling occurs constantly throughout a horse's lifetime and is essential to the maintenance of proper growth, soundness and longevity. Remodeling is most active in young, growing horses, but horses of all ages experience it to some degree. There are two reasons for remodeling: firstly, it allows bones to adjust to the physical stress new activities put on the skeleton. Secondly, it replaces bone that has been damaged in injuries like fractures, and it repairs microscopic bone damage caused by recurring microtraumas. The repair of microtraumas is particularly important to the equine athlete. Microdamage that is repaired too slowly or left unrepaired is a precursor to more severe injuries.

Exercise stimulates bone remodeling; lack of exercise reduces bone density.

Research has revealed that one of the keys to healthy bone formation is exercise. Exercise stresses the bone and stimulates bone remodeling. When horses are kept in stalls due to injury, relocation, or a demanding training and competition schedule, stress on the bones is insufficient to maintain optimal bone turnover and bone density is quickly lost. Confined horses are put at increased risk for lameness and injury. The unique calcium source in BoneWise has been proven to support optimal bone mineral content and bone turnover, reducing the incidence of bone loss and the resulting lameness and injuries.

Specific nutrients are essential to strong bones.

In order for bone growth and remodeling to take place, a horse needs an adequate supply of readily available calcium and a host of trace minerals, including boron and silicon. Vitamin D also plays an integral role in bone metabolism. All these nutrients are provided in BoneWise.

The ingredients in BoneWise:

- Deliver the readily absorbable, natural calcium required for bone remodeling
- Maintain optimal levels of bone density when horses are most at risk for bone loss

- Provide additional trace minerals used to build strong bones
- Support enhanced bone mineral content and bone turnover that encourage the swift repair of microdamage
- Supply yeasts that support improved mineral and vitamin digestibility
- Sustain vitamin D at levels necessary for healthy bone development

Recommend BoneWise for horses that are:

- Confined to a stall for any reason
- Competing regularly
- Exhibiting signs of bucked shins, osteochondritis dissecans (OCD), and other developmental bone diseases
- Growing (weanlings, yearlings, 2-year-olds)
- In training
- Laid up
- Racing
- Recovering from a skeletal injury
- Third trimester broodmares

BoneWise is readily accepted by horses. Mix 2 scoops (4 oz) in the feed daily.

For more information on BoneWise, please email WiserConcepts@KPPusa.com or call 800-772-1988.





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