

Are your horses performing to their full potential?

Let us help *you*
improve the results you get
from all *your* hard work.



WINNINGEDGE[®]

Reading this little booklet may be
the best five minutes
you have ever invested

Here is one real life example of the difference WINNINGEDGE can make.

Midnight Dazzler + Harry Meade

27% clear rounds show jumping
4* dressage placings in the 60s
Excellent cross country
4* results 20th, 20th and 21st



Midnight Dazzler + Harry Meade + WINNINGEDGE

60% clear rounds show jumping
4* dressage placings in the 30s
Flawless cross country
4* results 8th, 13th and 10th

Can a supplement *really* have this much effect?

WINNINGEDGE is not like other supplements.

At 19 you may expect Midnight Dazzler's performances to be deteriorating. In fact he is living proof that you can teach an old horse new tricks - at least when his brain is correctly nourished and so functioning as nature intended. And physically he has never been in better shape emphasising the comprehensive nature of WINNINGEDGE combining with Harry's training regime.

Your skill as a rider and trainer has a far greater chance of being rewarded when the horse is free from tension, listening to you much better and making sounder decisions in challenging circumstances.

Can you afford not to find out more?



In 2009 the 19 year old Midnight Dazzler entered the record books as the oldest horse to complete Badminton. Not only did he finish the cross country comfortably in time but he then had plenty of energy and concentration to show jump clear the next day. This resulted in his best ever Badminton result of 10th.

Rider: Harry Meade.

Supplement: WINNINGEDGE Gold.

Photo: Jan Milne

WINNINGEDGE Gold brings you:

- * EquiFeast's unique nutrients to help concentration, judgment and focus
- * Variable levels of calmers to suit individual horses
- * Herbal immune support
- * Unique immunity and allergy support
- * Unique support for digestive structure
- * Prebiotics to aid gut function

- * Nutrients for strong hooves
- * Joint support
- * Support for the ligaments and tendons that support the joints
- * Nutrients for muscle building
- * Nutrients for muscle performance and energy management
- * Nutrients for muscle recovery

Value for money and ease of application

This table illustrates that whether you choose WINNINGEDGE Silver or WINNINGEDGE Gold, both provide a very broad range of supplementation for far less than other well known manufacturers. We are not claiming that all of these packages are directly comparable - they are not - some will work better than others. Nor that we have selected the ideal product mixes for your particular horse from other suppliers. We are simply making a point about value for money and ease of supplementation. * Prices were collected from the internet around 1st July 2009.

| Supplier | Products | Broad spectrum vits/minerals | Skeletal support | Hoof and hair nutrients | Topline | Joint support | Muscles, tendons & ligaments | Prebiotic digestive support | Probiotics (1) | Magnesium calmer | Tryptophan calmer (2) | Herbal calmer (3) | Immunity, healing & allergies | Unique ECF Concentration ingredients | Improved gut structure | Energy management & stamina | Cost per day for 500 kg horse * Prices collected from the internet around 1st July 2009 |
|----------------------------|---------------------------------------------------------------------------------------------|------------------------------|------------------|-------------------------|---------|---------------|------------------------------|-----------------------------|----------------|------------------|-----------------------|-------------------|-------------------------------|--------------------------------------|------------------------|-----------------------------|-----------------------------------------------------------------------------------------|
| EquipFeast | WINNINGEDGE Silver | | | | | | | | | | | | | | | | £1.10 |
| EquipFeast | WINNINGEDGE Gold | | | | | | | | | | | | | | | | £1.74 |
| Top Spec | Top Spec Feed Balancer Top Spec Calmer Top Spec 10:10 Joint | | | | | | | | | | | | | | | | £1.98 |
| Top Spec summary | | | | | | | | | | | | | | | | | |
| Blue Chip | Blue Chip Pro Blue Chip Dynamic Blue Chip Karma | | | | | | | | | | | | | | | | £2.50 |
| Blue Chip option 2 summary | | | | | | | | | | | | | | | | | |
| Blue Chip | Blue Chip Pro Blue Chip Joint RLF Blue Chip Karma | | | | | | | | | | | | | | | | £2.59 |
| Blue Chip summary | | | | | | | | | | | | | | | | | |
| NAF | 5* Magic Calmer 5* ProFeet Liquid 5* SuperFlex Pink Powder GP supplement | | | | | | | | | | | | | | | | £2.63 |
| NAF summary | | | | | | | | | | | | | | | | | |
| Equine America | ProPell Plus Contaflex HA So-Kalm Plus Powder Hoof Power Plus Progest WT Powder | | | | | | | | | | | | | | | | £3.49 |
| Equine America summary | | | | | | | | | | | | | | | | | |

1. Why no probiotics in WINNINGEDGE?

The vast majority of horses on modern high fibre diets simply don't need probiotics. We prefer to support the natural gut flora with our unique prebiotics. For the unusual odd horse with chronic digestive problems we can make a bespoke version with probiotics for a small premium.

2. Why no tryptophan?

Some countries regard tryptophan as a banned substance and we are far from convinced that the amount that can be given in a supplement makes any difference anyway.

3. Why no herbal calmers?

We have no desire to sedate your horse. Improved concentration and focus can be achieved with our unique nutritional approach.



All three horses getting WINNINGEDGE at Badminton 2009 show jumped clear. Only 17% of the rest achieved that. Midnight Dazzler was one, Snip and Black Andy were the others.

Joe Meyer was the only rider to jump two clear rounds. Here he is pictured at Badminton on Snip who won his third miniature for finishing in the top twelve.

Rider: Joe Meyer.

Supplement:
WINNINGEDGE Bespoke.

Photo: Jan Milne.

Tailored to *your* horses

Horses are all different - so WINNINGEDGE is available in a number of different off-the-shelf versions as well as bespoke formulations for particularly special equines. We work with you to find the very best blend for each horse. We like to think of ourselves as an important part of your team helping to optimise your horses' performances.

We can conduct horse reviews with you by phone, at competitions (if we are attending) or face to face at our factory or your yard (if convenient enough). We treat everything you tell us in the strictest confidence - we have Harry and Joe's permission to quote you the examples in this flyer.

Ring or email:

01453 836974 or 0845 230 1086

advice@EquiFeast.com

EQUIFEAST

21-22 Spring Mill Ind Est.,
Avening Road, Nailsworth, Glos. GL6 0BS.
United Kingdom.

Tel: +44 (0)1453 835330 or 0845 230 1086

Email: advice@EquiFeast.com

Web page: www.EquiFeast.com

©Equifeast 2009



WINNINGEDGE[®]