

STRIVE, THRIVE, SUCCEED®

YOUR ULTIMATE GUIDE TO THOROUGHBRED SALES PREPARATION

SUCCEED®
Digestive Conditioning Program®
Every horse at its best!™

Yearling sales preparation at its best.

SUCCEED® Digestive Conditioning Program™ is a once-a-day, every-day nutritional program for total digestive tract health in horses. This nutritional supplement provides ingredients that promote the health of the entire equine gastrointestinal tract which in turn supports the health of your horse's whole body. ***Feeding SUCCEED® before and during sales preparation can achieve the best digestive health and feed utilisation–resulting in outstanding physical and mental conditioning for sales performance.***



"We started using SUCCEED® on a couple of horses that weren't doing so well and had great success with the product. We then put our better horses on it—the fillies especially put on weight and their coats looked good also. We've had a lot of success with SUCCEED®.

Overall SUCCEED® is a good tool to have considering all the stress we put on these horses with shipping and stall confinement. The horses now eat better and their coats look great."



Scott Blasi
Assistant Trainer for Steve Assmussen

Strive on SUCCEED®

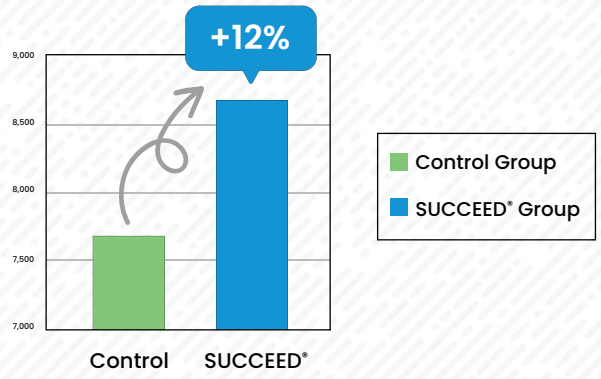
Research shows significant value increase when adding SUCCEED® to sales prep.

Research Overview:
Determine if SUCCEED® Digestive Conditioning Program™ when fed for 60 days prior to sale can have positive impact on the value of horses.

Experiment:
46 Standardbred yearlings were equally distributed into two groups based on appraised value. 60 days prior to sale, the SUCCEED® group was given 1 tube of SUCCEED® daily with a morning meal. The control group were not supplemented.

Result:
At sale the SUCCEED® group resulted in a 12% higher sale price when compared to controls.

Actual Sale Value:



It appears that SUCCEED® can improve the condition and perceived value of horses at sale. This could be important for any situation where horses need to be in the best possible condition and appearance. **(Scott Carter et al.)**



Equine stress during sale time:

Preparation for sale can often be a stressful and difficult time for horses, usually involving drastic changes in feeding and activity, and in stress associated with increased handling and stabling. These factors can lead to a cumulative failure of proper digestion and digestive health, thus affecting overall animal performance.

Thrive on SUCCEED®

Ongoing gut health management has benefits that extend beyond the gastrointestinal tract. Nutritional support that addresses the entire digestive tract also affects your horse's whole body by promoting optimal nutrition, performance, and behaviour.

Behaviour

A comfortable horse is a relaxed horse, a relaxed horse is a focused horse, and a focused horse is confident. Supporting gut health can significantly impact behavior which is critical for a well minded horse in the sale ring, during training and on the track.

Healthy Coat

A shiny coat is the first thing a buyer sees in the sale ring. Every part of your horse's body including its coat relies on nutrients absorbed in the gastrointestinal tract.

Movement & Energy

Nutritional management for performance horses should prioritise maintaining a healthy digestive system to ensure these horses can absorb the energy they need from their diets. Horses get most of their dietary energy from fibre digested by beneficial hindgut microbes, so a balanced microbiota is essential for supporting energy levels. **(Richardson, K. et al., 2016)** High starch cereals can have adverse effects on equine gut health which can result in less movement and energy during sale, viewing or breezing.

Muscle Tone, Weight, & Condition

A horse's body condition is a direct reflection of its gut health. SUCCEED® contains ingredients that address challenges throughout the entire gastrointestinal tract so horses can get the most out of their diets and stimulate a good appetite. Conditioning the gut for optimal function is critical for promoting healthy weight, muscle, and overall condition in horses.

The SUCCEED® difference

Succeed is an all in one supplement. This sets SUCCEED® apart from other supplements and pharmaceutical medicines– giving a horse better overall conditioning during yearling & breeze up sales preparation.

Equine total digestive health is vital in amplifying a horses potential and maximising the return on your investment.

Our Ingredients:





Oat Flour



Oat Oil

Irradiated Dried Yeast

L-Threonine

L-Arginine





DARE TO SUCCEED®?

For a SUCCEED® Digestive Conditioning Program™ trial please contact:

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SUCCEED®
Digestive Conditioning Program®
Every horse at its best!™

The Young Racehorse — Thoroughbred Yearling

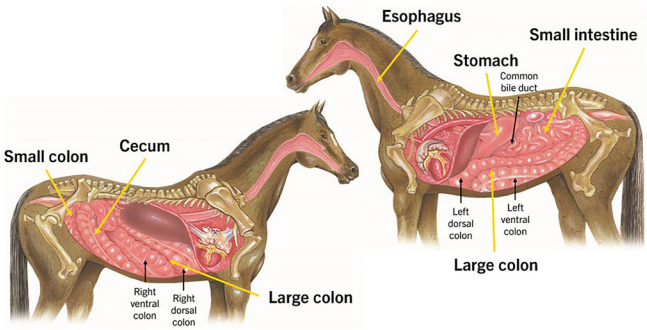
Autumn marks an important period for the racing and bloodstock industry, particularly regarding the preparation of Flat bred yearlings. Yearling bloodstock sales take place in September and October which sees the young racehorse commence their training and education in preparation for their sales debut followed by their 2-year-old racing career or for some, the breeze up sales.

Breeding, conformation, and condition are all major factors for trainers, bloodstock agents, and consignors at the autumn yearling sales and high hopes can be pinned on promising-looking youngsters. However, it's the following six months of training that can really make the difference between success or failure at the breeze-up sales or their early 2-year-old career. This is where digestive tract health must be a paramount consideration because Breeze up horses not only need to be in top condition, but they must also show real potential over a 2-furlong gallop or "breeze" at the sales and similarly, for early 2-year-olds having their first run on the racetrack.

Optimal performance is of course the main goal of any consigner, but to achieve this there are likely to be feeding and management practices that may not always be conducive to promoting the best digestive tract health within these horses. Stabling, training, energy-dense, starch-based feeds with perhaps some limits on forage intake can all place the gut under significant stress, and this is something that needs vital consideration in the pursuit of maximising a horse's potential and the return on your investment

The Equine Digestive Tract

To understand what can upset the equine digestive tract, it's important to know how the GI tract has evolved to function normally.



The stomach is often the focus of Gastrointestinal (GI) tract health, but it constitutes just 8% of the total tract, and contrary to popular treatment strategies, does need to be in an acidic environment to aid proper digestion and defend against ingested pathogens. A normal healthy stomach can function under these acid conditions when the natural protective mechanisms lining the stomach are optimised and natural buffering is taking place from continuous forage intake and the production of saliva.

The main feed components are fats, protein, and carbohydrates, which can be split into structural carbohydrates (effectively our forage and grass) and non-structural carbohydrates (which describe starches and sugars). Apart from structural carbohydrates, all of these feed constituents need to be digested and absorbed fully within the small intestine, which is the next structure after food leaves the stomach.

Structural carbohydrates need to be converted to energy through their fermentation by bacteria and microbes that reside within a very delicately balanced environment found in the cecum and large colon (microbiota), which leads on from the small intestine. These produce Volatile Fatty Acids which are vitally important as they are converted to energy and are responsible for more than 70% of a horse's total energy production.

What can go wrong?

When feeding concentrates, the amount of chewing required is considerably less when compared to a forage intake of an equal quantity. This is important because gastric acid within the stomach is naturally produced on a continuous basis, so for this to not become "excessive" a steady intake of forage is needed to soak the acid up. In addition, a steady production of saliva exerts a buffering action against the acid. Without forage or saliva, the gastric mucosa becomes exposed for longer periods to gastric acid, and the risks of inflammation and lesion development become greater. The other problem with restricted forage and chewing is that it can also fail to meet a horse's behavioural needs, which can create unwanted behaviours, or stereotypies such as box walking, cribbing, or weaving.

As an aside, it is important to consider that most gastric ulcer treatments will only work on cells that are present in the stomach, so for any complaints beyond the stomach a different approach would be necessary. Furthermore, whilst suppressing gastric acid can be very useful for healing ulcers in the short term, repeated or long-term use should be avoided. Some digestive enzymes are activated by the acidic environment that gastric acid creates, and acid also plays a key role in immunity by destroying microorganisms which may lead to illness and infection.

The horse generates most of its energy needs from microbial and bacterial fermentation of forage within the hindgut. This hindgut microbiota exists in a delicate balance and can easily become disturbed when environmental, dietary, or even drug-derived changes occur. When conditions create a more acidic environment within the hindgut, (a hindgut acidosis) the growth of pathogenic bacteria, lactic acid production, and destruction of beneficial forage-fermenting bacteria occurs. Not only does this limit maximum nutrient absorption, but also leads to a whole cascade of problems. The release of toxins from this event can directly damage the gut lining and also enter the bloodstream causing a whole host of other health issues.

A significant cause of hindgut acidosis in performance horses, again, stems from feeding non-structural carbohydrates. The horse possesses a limited capacity to naturally break down starch, and if starch intake exceeds the current recommendations, set at a maximum of 1g starch/kg body weight/meal, the likelihood of "starch overload" is increased. Should starch fail to be fully broken down in the small intestine, it will reach the hindgut and ferment with detrimental effects on the microbiota. Stress can also be detrimental to the equine hindgut by reducing the effectiveness of some of the natural defensive mechanisms within the gut, such as the efficacy of the protective mucosal lining, and reduce blood flow to the lining of the tract which can inhibit cell renewal and repair.



Although well established in human medicine, recent developments in equine research have carried over the concept that the health of the gut, and the microbiome specifically can directly impact behaviour, temperament, and cognition. The microbiota-gut-brain axis is a bi-directional communication framework between the gut and the brain and describes how the end products of metabolism from gut microbes can affect brain function by influencing complex functions such as pain, hunger, mood, emotion, and cognition. When an imbalance occurs within the diversity of stability of the microbiota, the subsequent abnormal gut function can increase the production of inflammatory mediators which can alter behaviour.

On a practical note, and of particular concern for the young racehorse, any digestive tract disturbances

may reduce appetite, thus limiting the amount of energy and nutrition available for performance and general health. Problems with the structure or functioning of the gut may mean poor uptake and utilisation of feed, which could result in weight loss, poor condition, and loose droppings. Discomfort around the abdomen or flank can be particularly apparent when rugging or grooming and when the breaking process begins, which may in itself manifest in negative temperament and a reduction in stride length; something clearly undesirable in any racehorse.



Yearling and Breeze Up Preparation

All the biological systems in the horse are ultimately reliant on the correct functioning of the digestive tract and optimal nutrient uptake and utilisation. This is crucial when considering the relatively short time allocated to yearling and breeze up preparation, and consignors must get digestive tract health right, the first time. Horses that have developed good physical condition and mind during this period, are going to be far better equipped to cope with the demands placed on them during sales, will maximise their sales price, and will subsequently continue to thrive as their training continues.

To produce a horse in top condition, with good movement and a good mind at the sales, the digestive tract must be a priority.

There are numerous ways the digestive tract can be supported:

- **Support the natural protective mechanisms, such as the mucus membranes to protect the gut lining and defend against pathogens.**
- **Promote the integrity of the gut lining throughout, ensuring a good blood supply and wide surface area for absorption and healthy.**
- **Create a normal transit rate of feed, to facilitate correct digestion of different dietary components.**
- **Balance the hindgut microflora for correct fibre digestion, energy production and overall health.**
- **Optimal immunity to increase resilience against infection and disease.**



SUCCEED® Digestive Conditioning Program™ will optimise your sales prep

SUCCEED® Digestive Conditioning Program™ is a once-daily feed supplement program. The product is a construction of specific ingredients, with constituent nutrients that work together to optimise the health and functioning of the entire gastrointestinal tract. Feeding SUCCEED® Digestive Conditioning Program™ when sales preparation

begins and throughout the busy period of sales preparation can achieve the best digestive health and the best feed utilisation for the best physical and mental condition needed for outstanding performance at the sales.

SUCCEED® Digestive Conditioning Program™ benefits the entire digestive tract and can be a kinder and less expensive alternative to some other GI tract medications frequently used during sales prep. The ingredients are all-natural, human grade, and will not test.

- **Polar lipids** – The oat oil in SUCCEED® Digestive Conditioning Program™ is extracted through a proprietary process that retains a high level of polar lipids. Polar lipids play an important role in cellular membranes, helping to maintain tight junctions between the epithelial cells present in GI mucosa. This promotes excellent integrity of the lining, optimising the natural defensive mechanisms to protect against gastric acid, pathogens, and toxins.

- **Beta-glucan** – The oat flour in SUCCEED® Digestive Conditioning Program™ is produced from Swedish tiger oats through a process that retains a large portion of the polysaccharide, beta-glucan. This soluble fibre, when fed alongside hard feed, creates a hydrogel that helps to moderate the transit of starches through the GI tract, helping to ensure more complete digestion within the small intestine and thus minimising the levels entering the large intestine. It has been shown that beta-glucan can reduce glycaemic peaks following feeding by up to 50% which can have positive effects on behaviour, especially in horses being fed high-starch diets to meet energy demands. Beta-glucan has a highly stimulatory effect on phagocytosis and macrophages to boost immunity and counteract pathogenic microbes.

- **L-Arginine** – Arginine can become depleted during times of stress and intensive training. It enhances gut function, decreases mucosal injury from pathogens, and shortens recovery time following illness or intestinal injury. Arginine also supports the production of growth hormones and insulin, enhancing strength and stamina.

- **L-Threonine** – Threonine is an essential amino acid and an important component of mucin; proteins that are produced by intestinal goblet cells scattered along the intestinal villi to enhance the gut barrier function. A healthy mucus gel layer protects the gut against digestive enzymes and physical damage by digesta. Intestinal inflammation increases threonine uptake by the gut to synthesise more mucin. As synthesis is sensitive to dietary threonine supply, the addition of this amino acid is beneficial in promoting optimal health of the tract lining.

- **Nucleotides** – A healthy intestinal tract requires continuous cell division. To achieve this millions of DNA and RNA molecules must replicate using several billion nucleotides. This process is essential for cell turnover, repair, and growth, optimizing the natural protective mechanisms of the mucosal lining and proliferation of beneficial bacteria to name but a few.

- **Yeast Products** – SUCCEED® Digestive Conditioning Program™ contains two different yeast products.

  One is a yeast beta glucan extracted from the inner cell wall of the yeast Saccharomyces cerevisiae. It is a highly efficient mycotoxin adsorbent that helps to minimise, decontaminate, and thus control the toxicity of mycotoxins produced from ubiquitous fungi and moulds. Mycotoxins can exert numerous mutagenic, carcinogenic, oestrogenic, and teratogenic effects and most frequently enter the body through unavoidably contaminated grain, forage, and feeds.

The second yeast product is a mannan oligosaccharide, extracted from the outer cell wall of Saccharomyces cerevisiae. Its primary role is the competitive blocking of bacterial lectins. Bacterial lectins have an affinity to bind with glycoproteins attached to the membrane of intestinal enterocytes; the first stage of infection. The mannan mimics these glycoproteins, providing an alternative attachment site and essentially "tricks" the pathogenic bacteria into binding with it instead. This helps to block the colonisation of pathogenic bacteria organisms such as Clostridium, E. coli, and salmonella by adsorbing and safely removing them. The resulting effect is a positive modulation of gut microflora and reduced risk of infection. Mannan oligosaccharides also aid immune response by enhancing plasma and colostral IgG and bile IgA antibody levels. Passive transfer of immunity within the first 24 hours of the foal's life is crucial for protection against pathogenic challenges, which may otherwise result in diarrhoea, sepsis, and even death.

When SUCCEED® Digestive Conditioning Program™ becomes an integral part of sales prep, no other GI tract supplements are necessary, and it may even be possible to reduce or omit completely any gastric acid-suppressing medications. Using SUCCEED® Digestive Conditioning Program™ daily throughout this demanding period can result in better condition, behaviour, and performance which ultimately is going to result in a better return at the sales. There is significant financial investment afforded to yearlings every Autumn. To maximize your return on this whether at the Yearling sales or on the racecourse, make sure you are investing first in their digestive tract health.

References:

Richardson, K. et al., Fiber for Performance Horses: A Review. J Equine Vet Sci. 2016.

Scott Carter et al., The Use of SUCCEED™ as a Tool to Add Value During Yearling Sale Preparations. 2006

"My aim is to get all my horses to win when I have them and I feel using SUCCEED® helps me when trying to achieve this goal. ***To achieve winners, I need my horses to be 100% in fitness and in health. That's why I use SUCCEED® as a gut health feed supplement for my horses, seeing an improvement in them straightaway once adding it to their diet.*** *We use it day to day, and it is improving our horse's overall health and their performance on the track. I recommend SUCCEED® to everyone as it's a product I trust, and believe it enables my horses to achieve and maintain their optimum performance."*



Jessica Harrington
Horse Trainer, Ireland



SUCCEED®

Digestive Conditioning Program®

Every horse at its best!™

Visit succeed-equine.co.uk to learn more

For a SUCCEED® Digestive Conditioning Program™ trial please contact:

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"Conformation, athleticism and attitude are qualities I search for when buying yearlings and evaluating horses in training. I buy horses that are competitive Internationally and notice a visible difference in yearlings and horses of racing age that have been prepared on SUCCEED® Daily Conditioning Program™. Their coat, disposition, willingness, and ability to handle the stress of sales and racing is discernible. ***Good gastric health is paramount when competing at the top level in helping horses adjust to the stress of training & racing.*** *It's a fantastic product and one I recommend highly for every facet of your breeding, prepping and racing program."*

Kerrie Radcliff
International Bloodstock Agent



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Digestive Conditioning Program®
Every horse at its best!™

Visit succeed-equine.co.uk to learn more

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