

Research Conducted by Freedom Health Focuses on the Benefits of Digestive Health

Studies Demonstrate the Benefits of Feeding SUCCEED® Digestive Conditioning Program®

FOR IMMEDIATE RELEASE

Media Contact:
Equine Resources International, LLC
610-444-7554
cassie@equineresources.com

Aurora, OH (January 29, 2007)—Freedom Health, LLC, is dedicated to conducting research that explores issues in equine digestive health and nutrition—subjects that can significantly affect the modern performance horse trainer and owner. Trainability, appetite and other aspects of overall appearance and performance are all issues affected by digestive health that trainers and riders face on a daily basis.

“Our research continues to demonstrate the benefits of using SUCCEED® Digestive Conditioning Program® to foster optimal digestive health—and its effects on performance, appearance and temperament,” said Scott Carter, Ph.D., Vice President – Research and Development at Freedom Health. “Our studies show that when horses are fed SUCCEED as directed, they clearly benefit from a healthy digestive system compared to control groups. These benefits contribute to the well-being, value and performance ability of the animal, all of which ultimately benefit the individual rider, trainer or operation.”

In one study, yearlings being prepped for sale received SUCCEED for 60 days, compared with an equally distributed control group. At the time of sale, total sale value of the SUCCEED-fed yearlings exceeded that of the control by 12 percent—and the SUCCEED yearlings exceeded their appraised value by approximately four percent.

In a second study, horse owners and trainers were asked to evaluate various aspects of their horses’ appearance and performance both before and after implementing the SUCCEED Digestive

Conditioning Program. These performance journals showed statistically significant improvements in observed appetite, body condition score, stamina, temperament and other qualities.

A final study explored the use of new equine antibody technology to determine if blood is present in equine fecal matter, and whether that bleeding occurs before the small intestine or in the hindgut. Bleeding within the equine digestive tract can be caused by a variety of conditions, but few techniques exist to detect it. This new technology could provide veterinarians with a non-invasive tool to help them more accurately and quickly diagnose these conditions.

Most horses, whether they are trained as race horses or ridden lightly for pleasure only, are managed in ways that challenge their digestive system, which evolved to support a sedate animal that grazed continuously. SUCCEED is a functional feed™ that helps to support the structure and function of the digestive tract despite modern management practices such as stalling, intermittent feeding, high grain diets, training, travel and competition. As Freedom Health's research shows, issues within the digestive system can have far-reaching effects on the overall health and performance of any horse.

"In addition to providing support for the value of SUCCEED as a functional feed, the results of these studies will help to determine areas of further research interest," added Patrick Warczak, Vice President – Marketing. "We will continue to build on these findings through additional research, while applying what we learn in the development of new products."

For more information on SUCCEED Digestive Conditioning Program, including in-depth articles on digestive tract health and interactive presentations, visit www.SucceedDCP.com.

Information may also be obtained by calling toll-free, 866-270-7939.

SUCCEED Digestive Conditioning Program is produced and distributed exclusively by Freedom Health, LLC, of Aurora, Ohio. This company is focused on finding, perfecting and delivering superior, innovative products that address real and significant health-related issues for animals and the people who care for them.