

**Breakthrough Product Now Available for Equine Digestive Health**

*SUCCEED™ Digestive Conditioning Program™ Supports Horses from the Inside, Out*

FOR IMMEDIATE RELEASE

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Aurora, OH (November 4, 2004)—Healthy horses feel better, look better and perform better. A properly functioning digestive tract is a critical element in maintaining that level of health for the equine performance athlete. Fortunately, Freedom Health has now introduced SUCCEED™ Digestive Conditioning Program™—the first and only nutritional supplement scientifically formulated to support the health of the entire equine digestive tract.

The delicate equine digestive tract is the delivery mechanism for every nutrient the horse needs. It is the fuel line for the body, absorbing essential vitamins, minerals, fats, carbohydrates and proteins from feed, fueling the horse's ability to run, jump, work hard and recover more quickly from exercise. SUCCEED™ Digestive Conditioning Program™ is designed to support this critical system and to keep horses healthy from the inside, out. Given once a day, every day, SUCCEED™ is available in easy-to-use top-dress granules or in single-use syringes.

SUCCEED™ is specifically designed to address the difficult decision that faces performance horse trainers of all types. On one hand, high-grain diets are essential in order to provide enough energy for the horse to perform at its very best. And in order to manage a horse in training, intermittent feeding, stalling and travel are necessary parts of the game.

But all of these things can challenge the delicate equine digestive system. The carbohydrates in grain provide insufficient fiber to buffer and slow down the movement of feed. The faster transit leaves less time for absorption of critical nutrients. Grain diets also contribute



to variations in blood sugar levels, which can be a real problem for horses and their trainers alike.

SUCCEED™ is formulated to support a healthy digestive tract while the horse remains on the active training and competition schedule necessary for the performance horse. The product is made up of a unique combination of ingredients that work together to nutritionally create a digestive environment that is optimal for the horse's overall health and condition.

For instance, the polar lipids in oat oil help transport essential nutrients into the blood stream, while oat flour provides Beta-Glucan, soluble oat fiber which supports the immune system while moderating digestion and nutrient absorption for even blood sugar levels and reliable energy. The amino acids in SUCCEED™ are the building blocks of muscle-building protein and support a healthy mucous lining throughout the digestive tract. And extract of yeast provides nucleic acids, the building blocks of tissue development.

SUCCEED™ is convenient to feed and appealing to horses with its natural oat flavor. It is safe and effective for all horses and, for the equine athlete, it is not a testable substance.

For more information about how to purchase SUCCEED™ Digestive Conditioning Program™, as well as to read more about the equine digestive tract and its role in performance, please visit [www.SucceedDCP.com](http://www.SucceedDCP.com) or call 866-270-7939.

SUCCEED™ Digestive Conditioning Program™ is produced and distributed exclusively by Freedom Health, LLC, of Aurora, Ohio. The 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.