



BUFFER AWAY  
WITH OUR NEW  
HAY – HELP TREAT  
ULCER &  
STOMACH ISSUES  
IN A WHOLE NEW  
WAY

**TRIPLE  
CROWN**<sup>®</sup>

## Triple Crown Nutrition Alfa-Lox™ Forage

An Alfalfa Based Supplement  
Formulated to support intestinal  
immunity and cellular regeneration

# + WHO IS ALFA-LOX™ FOR?

- Developed for horses that are EXPOSED to the RISK FACTORS associated with Equine Gastric Ulcer Syndrome (EGUS) and Colonic Ulcers
  - EXERCISE – performance horses not fed prior to work; combined with splashing and abdominal pressure
  - FASTING - Intervals between forage feeding of more than 6 hours, no pasture turnout
  - FEED - high sugar and starch diets



# + What Symptoms?

- Picky eaters
- Performance issues
- Bad behavior
- Poor hair coat
- Weight loss
- Mild colic
- Nothing noticeable

- COLONIC ULCERS?
  - Reluctance to leg pressure on the right side – most colonic ulcers found in the right dorsal region of the colon.





## What about other ulcer products?

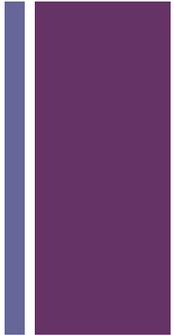
- Alfa-Lox does NOT replace GastroGard® or UlcerGard®.
- Alfa-Lox is NOT intended to cure ulcers
- GastroGard and UlcerGard are expensive and the new generics don't seem to be working as well as the original.
- Not effective for colonic ulcers
- Feed Alfa-Lox WITH these products





# How does Alfa-Lox help?

May increase the number of days between treatments or the need for continued maintenance.  
Faster healing time and increased resistance to ulcer recurrence saves money and improves performance.



Product	Feeding Rate Average size horse	Cost per day	Cost per month
GastroGard	1 tube per day	\$32 - \$40	\$960 - \$1,200
UlcerGard	1 tube = 4 days	\$8.25 - \$9.25	\$247.50 - \$277.50
Alfa-Lox 	2 lbs – 4 lbs per day	\$1.60 - \$3.20	\$48 - \$96



# This is a NEW product category

## ■ FORAGE SUPPLEMENT

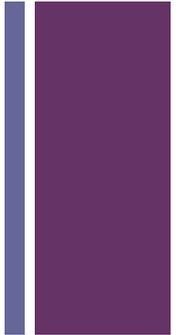
- Not a forage replacement
- Focus on both gastric and colonic ulcers

■ Alfalfa Hay

■ Prebiotics

■ Amino Acids

■ Omega-3 Fatty Acids



# + Chopped Alfalfa with Pellets

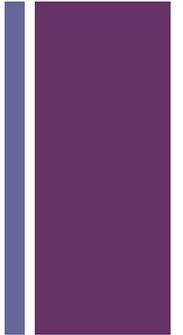
Pellets are about  $\frac{1}{4}$  inch long and are mixed in with the forage.



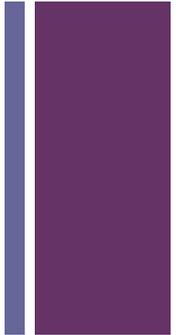


# ALFALFA

- Research has proven that alfalfa provides a buffering effect to the digestive tract of the horse.
- pH is critical to normal function and health of the digestive tract from the stomach to the colon.
- Anti-acids are calcium and/or magnesium based - highly available in Alfalfa
- Alfalfa is the base of Alfa-Lox



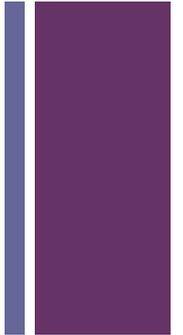
# + Digestive Aids



- Increase the microbial population and health throughout the gut where 70% of the horse's immunity cells are located.
  - MOS – intestinal cells are able to resist conditions that initiate inflammation and the formation of ulcers
  - Listed as Yeast Culture & Yeast Extract

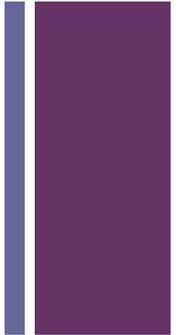


# + AMINO ACIDS



- Support faster gastric and intestinal cell regeneration (carnitine, glutamine)
  - Gastric and intestinal cells are replaced about every 3 days
  - Inflammation and ulcers can form in 2 days
  - Faster cell regeneration reduces inflammation and ulceration - speeding the repair of the stomach tissue

# + OMEGA-3 FATTY ACIDS



- Helps to reduce inflammation caused by ulcer damage
- 2 lbs delivers 15 grams of omega-3's
- Source is flaxseed oil



# + BENEFITS OF ALFA-LOX

- Faster recovery when using an ulcer treatment like GastroGard®, eliminate or delay the need for future ulcer treatments
- Improves feed consumption when in training or on the road
- Improves behavior as the horse feels better
- Helps treat potential colonic ulcers – 40-50% of gastric ulcer horses also have colonic ulcers
- Improves immunity in stressed horses

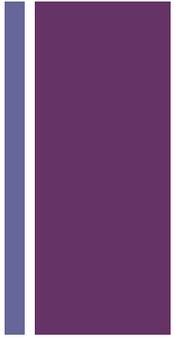
# + Alfa-Lox Details

- Protein 14%
- Fat 7%
- Fiber 25%
- NSC 9.2%
- Feeding Rate 2-4 pounds per day
- 1 quart = about .3 lbs
- 1150 kcals per lb



# + Best way to feed Alfa-Lox

- 1. To get a horse back on feed – feed Alfa-Lox by itself.
- 2. To stop diarrhea - feed it by itself in between meals.
- 3. As an ulcer prevention - can be fed by itself in between meals or mixed with concentrate.



## + Best way to feed Alfa-Lox

- In all cases, it is preferred to split daily amount fed between 2 feedings, but this is not a critical parameter if it is not convenient to do so; in which case it can be fed all at one time.
- When fed separately at feeding time it does not matter if it is fed before or after concentrate meal.

# + Forecast

- The feeding rate is 2-4 lbs per day.
- If a horse eats an average of 3 lbs per day for a year that is ~1,100 lbs/horse per year.
- We need to sell 111 horses on Alfa – Lox in order to move 5 tons/month.
- If everyone was actively selling Alfa-Lox I believe we should be able to reach 1,000 horses with this product in 12 months. This would be 50 ton/mo
- For context, we believe there are nearly 1MM horses in this market that are fed.....

# + Feedback

- One of the biggest benefits we are seeing from Alfa-Lox is getting and keeping horses on feed. Alfa-Lox is being used at shows, at the race track and at the farm level for horses with sub-adequate appetites.
- A great product to use with farms feeding competitive feeds due to loyalty, price and/or convenience – not asking them to switch their entire feeding program – good foot in the door! Something boarders can use as a supplement.
- HOW LONG DOES IT TAKE TO SEE AN IMPROVEMENT?
- In regard to Alfa-Lox improving gastro-intestinal function and health to reduce severity and incidence of inflammation and ulcers we like to give it at least 30 - 45 days.

# + Testimonials

- "I believe that Alfa Lox has been a comprehensive component to our gastric ulcer prevention and treatment program. I have noticed that our horses tend to eat better and rarely miss a meal. The added protein from the alfalfa and Omega 3's in the product have also helped us fill out horses that tend to be on the lighter side. I truly believe this product has helped our operation and because of that I have every horse on it."

Michael Wilson - Michael Wilson Racing Stable



# + Testimonials

- “...We feed TC Complete to all the top Arabians and National Show Horses our clients entrust to our care. We have also used TC Growth for the young horses. They have all gained weight and stature at a very balanced pace.

When one of our National competitors went off their feed after a long road trip the new Alfa-Lox forage product proved itself to us. The horse dove into it. By that day’s end the horse was back eating normally. We now make sure we always have some on hand, especially long road trips.”

## **Mikosz Show Horses**



# + Testimonials

- “We've got a good feel of some real benefits already. The two horses that we initially decided to use Alfa-Lox on were event horses that have had trouble with recurring ulcers...Both started having 1 lb of Alfa-Lox added as a top-dressing to their feedings and both also went on a month long vacation since I was travelling. Other than that we didn't change anything in their diet. We re-scoped them approximately 6 weeks since they began eating the Alfa-Lox and both scoped totally clean and didn't show any signs of inflammation or irritation either.

An unexpected finding also came about... I decided to try Quincy on the Alfa-Lox also since he was reverting back to his typical travelling ways and was not as interested in finishing his meals.... I bought a bag of Alfa-Lox.. he licked his bowl clean. So I was thrilled that he was eating well and can definitely agree that it helps with picky eaters. ”

Emily BeShear





Thank You!

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