

Elevate® Se

A Proprietary Blend of Natural Vitamin E and Organic Selenium Yeast

The Elevate family of products is designed to meet your horse's individual needs. Elevate Se is formulated specifically for horses that require supplementation with highly bioavailable sources of both vitamin E and selenium. This concentrated formula provides 1500 IU of natural vitamin E and 1 mg of selenium per 7-gram (1/4-oz) serving.

The ultimate combination: natural vitamin E and organic selenium

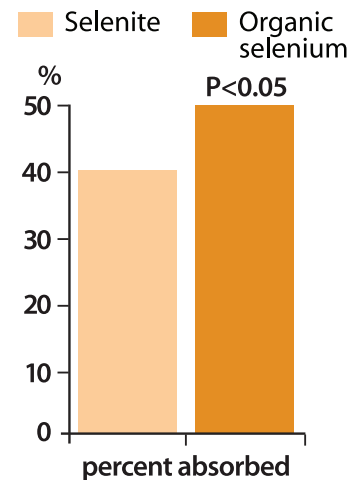
Elevate Se contains the same highly beneficial, natural vitamin E that is found in Elevate Maintenance Powder. Research has shown that vitamin E is one of the most powerful antioxidants in the equine diet. But not all forms of the vitamin are created equally. Most supplements contain synthetic vitamin E (dl-alpha tocopherol acetate), which is not as potent as natural vitamin E (d-alpha tocopherol acetate). Compared to synthetic vitamin E, the body can more efficiently transport and deliver natural vitamin E to target tissues. Current research in several species, including horses, shows that natural vitamin E is two to three times more potent than synthetic.

Elevate Se is formulated with an organic source of selenium yeast that is more digestible than commonly used inorganic selenium (sodium selenite) (Pagan et al., 1999). Recently approved by the FDA for use in equine supplements, organic selenium is produced by yeast. This form of selenium is similar to that which horses would consume in a natural grazing situation. Because of its more natural form, horses absorb and retain more organic selenium in their tissues, ensuring it is readily available when needed.

The combination of natural vitamin E and organic selenium yeast found in Elevate Se ensures, in a safe, easy-to-feed and affordable manner, that vitamin E and selenium levels remain where you want them to be.



Organic selenium exhibits improved absorption



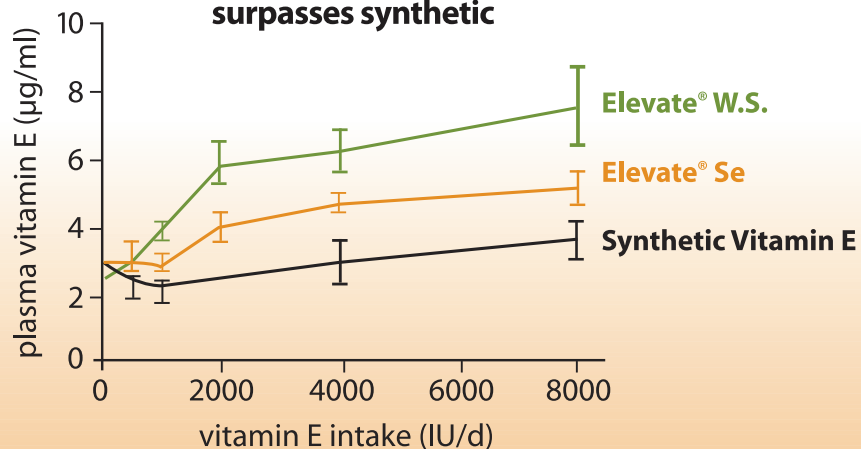
Try Elevate® Se Today!

Contact Kentucky Performance Products for ordering information at 800-772-1988 or www.KPPusa.com.



P.O. Box 1013
Versailles, KY 40383

Absorption of natural vitamin E surpasses synthetic



What horses need vitamin E and selenium supplementation?

Performance horses



As athletic effort increases, free radical production flourishes, and normal stores of antioxidants have difficulty providing protection against the flood of free radicals. Supplementation with natural vitamin E and organic selenium allows performance horses to absorb and retain more of these powerful antioxidants in tissue reserves. This helps ward off the ill effects of mass-produced free radicals associated with intense exercise (McMeniman and Hintz, 1992; Hoffman et al., 2001; Williams et al., 2003). Supplementation with Elevate Se reduces muscle stiffness and soreness, speeds up recovery time after intense exercise, and increases exercise tolerance.

Breeding horses

Vitamin E and selenium help maintain muscle and vascular integrity at the cellular level. Both are necessary to ensure adequate immune function in horses. Mares supplemented with natural vitamin E and organic selenium produce foals with an improved immunoglobulin status, ensuring a strong neonatal immune system. Vitamin E has been linked with increased libido and semen quality in stallions.

Selenium deficiencies can cause a variety of problems for growing and breeding horses. Supplemental organic selenium improves the mare's ability to maintain selenium reserves during gestation and lactation so both the mare and the foal receive the antioxidant protection needed to stay healthy. Mares maintained on selenium during pregnancy show an increase in placental expulsion time.

Horses without access to fresh pasture and those fed selenium-deficient feedstuffs

Fresh pasture is the greatest source of vitamin E in nature. The vitamin E content of dried forages such as hay and hay cubes is severely diminished upon harvesting and storage. In winter months or throughout periods of stall confinement, such as training, showing, or lay up, fresh pasture is often not an option. In such cases horses should be supplemented with a natural vitamin E supplement from the Elevate family.

Selenium content of forages and grains varies depending upon the region of the United States. Crops and pasture in the eastern half of the country and in the northwest are naturally low in selenium. Horses in these areas or horses eating feeds harvested in these areas may need selenium supplementation, especially if they are not being fed a fortified commercial feed at recommended levels. Elevate Se will ensure your horse's selenium requirements are being met. If you are unsure of your horse's selenium status, be sure to consult a veterinarian or equine nutritionist before adding supplemental selenium to the diet.

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800-772-1988
www.KPPusa.com