



Introducing  
**FORMULA 707**

# COMPETITION ESSENTIALS

## The two-step approach to support normal lung function and integrity

You ask a lot from your horse. Whenever he sets foot on a race-track or in a rodeo arena you expect nothing less than the best performance he has to give. And if he is a true competitor, that's exactly what you'll get because it's what the horse is built for. During an intense performance your horse's 20-pound heart will pump blood at the rate of five quarts per second. Its heart rate may rise above 250 beats per minute and its systolic blood pressure can exceed 300 mmHg.

### Capillaries stressed to bursting

These numbers are all considered normal for an all-out competition, but they don't come without a price. While the heart and the veins and arteries that ferry blood throughout the body are able to withstand this degree of punishment, the fragile capillaries responsible for oxygen/CO<sub>2</sub> exchange within the lungs can often become stressed beyond the bursting point. Whenever this occurs, the horse suffers—breathing is compromised, lung tissue becomes scarred and performance drops off.

### 60 percent affected

It has been estimated that over 60 percent of equine athletes are affected to varying degrees and there is no cure. Furosemide, a powerful diuretic, is often administered to lower the horse's blood pressure, but its use produces a number of unwelcome side effects, including dehydration and electrolyte depletion, both highly undesirable conditions in a performance horse.

### A synergistic two-part formula

Formula 707 Competition Essentials Training and Event Formulas were specifically developed to support and maintain your horse's natural defenses against the ravages of intense competition while avoiding harmful side effects. These products contain no drugs, chemicals or artificial ingredients of any kind. They're a synergistic pair of proprietary herbal formulas, both in a highly palatable flaxseed-meal base. Provide just two ounces per day of the Training Formula between competitions, then two ounces per day of the Event Formula, beginning two days prior to a competition.

There is simply no better way to maintain the integrity of your horse's cardiovascular system when his competitive edge—and your next paycheck—are on the line.

To order or to learn more about Competition Essentials Training Formula and Competition Essentials Event Formula, call 800-525-8601 today.

Since 1946

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