

SUCCEED®

Digestive Conditioning Program®

Nutritional supplement for horses



A breakthrough in equine digestive health.

SUCCEED® Digestive Conditioning Program® is a patented formula that supports healthy gastrointestinal function and performance in horses. It helps maintain the health of the entire digestive tract through a simple, daily nutritional program that fits readily into your clients' regular feeding and management regimens.

SUCCEED is as practical for large farms as the single horse owner, and it helps every kind of horse. And since it works naturally to help maintain ongoing digestive health, SUCCEED is an ideal adjunct to your own equine wellness program. SUCCEED is available in oral paste or top-dress granules.



Digestive Conditioning Program®

A breakthrough in equine digestive health.

A Different Approach

SUCCEED® maintains a healthy digestive tract through targeted nutrition designed to address root causes. Key ingredients of the patented formula include:

- **Oat Oil** – specially extracted to preserve polar lipids which support nutrient absorption and bioavailability.
- **Oat Flour** – specially processed to preserve β-glucan, a soluble fiber that provides support for a healthy immune system and a normal, healthy rate of feed transit through the GI tract.
- **Yeast** – A combination of a mannan oligosaccharide and a yeast Beta Glucan help maintain a healthy hindgut and natural immunity.
- **Amino Acids** – includes L-Threonine, essential for the production of mucus, and L-Glutamine, which provides fuels to muscles and supports immune cells in the intestinal mucosa.

Packaging

Oral Paste: 0.95 oz net weight (27 grams) single-use oral syringes packed in cartons of 30. Sold and shipped in cases of 3 cartons, 90 syringes total.

Granules: Available in three sizes:

- 30-Day Supply – 1.8 lb tub contains 30 servings. Sold and shipped in cases of 3 tubs
- 60-Day Supply – 3.75 lb pail contains 60 servings. Sold and shipped in cases of 3 pails.
- 180-Day Economy Size – 10.71 lb bucket contains 180 servings. Sold and shipped in cases of 2 buckets.

Recommended Storage

- Store at temperatures below 100° F (38° C). Keep out of direct sunlight.

A Practical Solution

- **Once a day, every day** – SUCCEED is a daily Functional Feed™ program to support ongoing digestive health in horses.
- **Safe and effective** – The natural ingredients are safe for any horse. Not a testable substance.
- **Appealing to horses** – Has a natural oat flavor horses love.

Administration

- **Oral Paste** – Empty contents of one syringe (27 grams) into horse's mouth.
- **Granules** – Sprinkle one scoop of SUCCEED granules on top of feed. Do not mix.

Feed SUCCEED twice each day for first week of use, once each day thereafter.

Applications

Use daily for horses in situations where environment and care may adversely affect digestive health, such as:

- For horses kept in stalls, fed intermittently on high grain diets, or facing the challenges of training and competition.
- For mares during pregnancy and foals during weaning.
- As part of a regular wellness program.

Important

- SUCCEED is a natural product that gently maintains digestive health through good nutrition. As a result, please allow up to 90 days for full benefits.
- This product is intended to supplement the diet of horses and is not to be used in place of regular feed.
- SUCCEED Digestive Conditioning Program is a nutritional supplement. It contains no controlled ingredients.
- The ingredients in SUCCEED are natural and should not conflict with other supplements or medical products.

Product	Unit	Units/Case	Unit Dimensions	Unit Wt	Case Dimensions	Case Wt	UPC
Oral Paste in 0.95-oz single-use syringes	Carton of 30 syringes	3	10"L x 10"H x 8.75"D	4.3 lbs	26.5"L x 10.5"H x 10.5"D	14.5 lbs	1 80697 00027 6
Granules 180-Day Supply	Bucket of 180 servings	2	9.5"L x 8"H x 9.5"D	11.7 lbs	16.25"L x 10.5"H x 10"D	24.5 lbs	1 80697 00010 8
Granules 60-Day Supply	Pail of 60 servings	3	6.5"L x 7.5"H x 5.5"D	4.1 lbs	16.875"L x 18.125"H x 7"D	12.9 lbs	1 80697 00016 0
Granules 30-Day Supply	Tub of 30 servings	3	6.5"L x 7.5"H x 5.5"D	2.2 lbs	16.875"L x 18.125"H x 7"D	7.2 lbs	1 80697 00013 9



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Veterinarian Exclusive

SUCCEED[®]

Equine Fecal Blood Test[™]



A BREAKTHROUGH IN EQUINE VETERINARY DIAGNOSTIC TOOLS

The SUCCEED[®] Equine Fecal Blood Test[™] (FBT) is a simple, stall-side screen test that provides veterinarians with reliable, objective data to aid their differential diagnosis of GI tract conditions in horses. The FBT detects the presence of occult equine albumin and hemoglobin in fresh fecal matter as an indication of pathological conditions in the foregut, the hindgut or both.

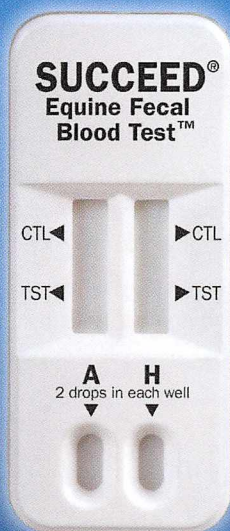
The Power of Albumin and Hemoglobin

Because albumin and hemoglobin transit the GI tract differently, they represent valuable markers to help differentiate foregut from hindgut conditions.

- **Hemoglobin** will transit the entire digestive tract intact, and is only present with whole blood. Thus, hemoglobin in feces indicates a bleeding lesion anywhere in the GI tract.
- **Albumin** is digested by stomach acids and enzymes in the small intestine, and may be present at the site of injury that is not producing whole blood (i.e., a “weeping” lesion or inflammation).

Thus, albumin in feces indicates conditions caudal to the common bile duct or, generally, in the hindgut.

Taken together, the two parts of the SUCCEED FBT provide an indication of GI tract conditions, including their general location. The FBT is extremely accurate, affordable, quick and easy to use.



Kit Contents

Each FBT includes one complete test for one horse, including a plastic jar, dual test cassette, sample pipette, polyethylene glove and instruction sheet. Test requires contents of kit plus clean tap water (approximately 3 ounces) and a fresh fecal sample from one horse.

Administering the Test

Loosely drop fecal matter from the subject horse into the test kit jar, filling to the sample line. Add clean tap water to the water line on the jar. Close jar lid and shake vigorously. Draw liquid from the jar using the provided pipette, and apply two drops on each well of the colorimetric FBT test cassette. Wait up to 15 minutes for color lines to appear, and read results.

Reading Test Results

The two parts of the FBT provide the following 2x2 matrix of possible results to interpret:

		Albumin Test	
		Negative	Positive
Hemoglobin Test	Negative	No GI tract blood components detected. Compromised basement membrane possible in foregut.	GI tract issue detected in hindgut. Compromised basement membrane possible in foregut.
	Positive	Active vascular bleeding in foregut.	GI tract issue detected in hindgut. Active vascular bleeding possible in foregut, hindgut or both.

Recommended Storage

Keep product refrigerated when not in use.

Test Reliability

In water, the sensitivity of the test is 2 parts per million (ppm) for albumin and 0.1 ppm for hemoglobin, based on whole blood equivalents. When either protein exceeds its cutoff value, a red line shows up in its window. The upper limits of the tests are 2 ppm for albumin and 100 ppb for hemoglobin.

For more information on the research and data supporting the accuracy of the test, visit www.SucceedFBT.com/data.

Packaging

Available in two pack sizes: cartons of 10 kits, or in packs of 2 kits. Case quantity is 40 test kits, consisting of 4 cartons of 10. (Each carton of 10 contains 5 2-packs.)

Benefits to the Practice

- Accurate, objective data about bleeding in the GI tract makes diagnosis faster and more accurate.
- Differentiation between foregut and hindgut pathologies leads to more targeted and effective treatments.
- Quick, stall-side screening of GI tract conditions guides further diagnostic methods and may help avoid more costly or more invasive procedures.
- Identifying GI tract pathologies before they become symptomatic is part of an effective wellness program.
- Non-invasive. May be administered immediately, with results visible in 15 minutes or less.
- Confirming the presence of pathologies in the GI tract may help explain some behavioral or performance issues.

Diagnostic Applications

- As the basis of applying the scientific method for diagnosing GI tract conditions in symptomatic horses.
- As part of a standard work-up to assess the overall health of an asymptomatic horse.
- For monitoring GI tract bleeding post-surgery
- As part of pre-purchase exams.
- For confirmation of a preliminary diagnosis.
- To monitor results of GI tract treatment.

The Breakthrough

- Previously, there was no effective fecal blood test for horses. (Fecal occult blood tests – FOBT – developed for humans based on guaiac stain are confounded by chlorophyll.)
- SUCCEED FBT uses antibodies specific to equine hemoglobin and albumin to detect these blood components in fecal matter and is not confounded by chlorophyll or other non-equine blood.

Available to veterinarians through major veterinary supply distributors in the U.S. and Canada.

Distributed by



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