BLUD® contains iron, B-group vitamins and minerals, all of which are essential for red blood cell formation.

WHAT IS BLUD®?

- Blood boosting package to optimise blood counts
- Contains four major nutrients for blood building:
  - Iron
  - Trace minerals
  - B-Complex vitamins
  - Amino acids
- Easily absorbed form of iron
- Individually packed in sachets for freshness and stability
- Palatable butterscotch flavour

WHY CHOOSE BLUD®?

1. BLUD® provides essential vitamins and minerals for red blood cell production.
   It contains all the essential nutrients to boost blood production.
2. Safer to use than injectable presentations.
   - A safe alternative to injectable therapy for the treatment of low blood counts in horses.
   - Contains all the nutrients required eliminating the need for iron and B vitamin injections.
3. Palatable butterscotch/molasses flavour.
   It has an excellent palatability and is readily accepted by the horse when added to the feed. The texture is also slightly sticky, which ensures that BLUD® adheres to the feed to prevent sifting or separation.
4. Contains iron dextran complex.
   A polysaccharide iron complex that ensures high levels of iron uptake.
5. Individual sachets for maximum stability and potency.
   The packaging ensures the product remains fresh and that there is no inadvertent deterioration of vitamins due to exposure to light, heat or atmosphere and insures accurate dosing.
   Contains methionine, lysine and glycine, the building blocks for proteins contained in red blood cells. The two most important limiting amino acids in protein feeds for horses are lysine and methionine. Lysine is the first limiting amino acid in most natural horse feeding programs, especially pasture-based diets. This is because grasses and cereal grains tend to be quite low in lysine requiring that the diet be supplemented with a more concentrated source of this amino acid. A correct amino acid balance is the key to efficient utilization of protein.

WHEN TO USE BLUD®?

Red blood cell (RBC) and haemoglobin levels are two significant contributing factors to the performance of horses.

A blood boosting course will raise blood counts to the level required for performance. Spelling horses have blood counts of approximately 6 million where high performance horses have blood counts between 11-12 million.

1. RBC requirements are higher for performance horses
   This is due to:
   - Increased destruction of RBC’s with hard training.
   - Faster use and shorter lifespan of RBC’s.
   - Stomach ulcers and lung bleeding.
2. RBC replacement takes time
   An increase in fast work and the stress of training results in an increase in the body’s requirement for RBC’s. It takes about five days for the bone marrow to respond to this stimulation by producing increased numbers of RBC’s packed with high levels of haemoglobin.
3. Specific requirements for RBC production
   It is essential to provide the ‘raw materials’ to feed the bone marrow so that it can respond to the demand for more RBC’s. This is best achieved by providing a daily supplement of iron, copper, cobalt, amino acids and B complex vitamins. Providing equine athletes with the raw materials to feed the bone marrow is an important way to improve the blood count and maximum performance potential.
4. Improves recovery and vitality
   Blood loss and anaemia may develop following injury, illness or surgery. During this time, a course of BLUD® will boost RBC production and assist with the recovery and repair process.
HOW TO USE BLUD®

Recommended for use in:
- Horses coming into work
- Horses in training
- Horses suffering from anaemia
- Horses recovering from illness
- Horses suffering heavy parasitism

INDICATIONS

BLUD® provides essential vitamins and minerals for RBC production. It contains all the essential nutrients to boost blood production.

COMPOSITION

Contains per 28.4g sachet:

<table>
<thead>
<tr>
<th>Vitamin</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vitamin B12 (Cyanocobalamin)</td>
<td>150µg</td>
</tr>
<tr>
<td>Vitamin B2 (Riboflavin)</td>
<td>25mg</td>
</tr>
<tr>
<td>Vitamin B6 (Pyridoxine HCl)</td>
<td>10mg</td>
</tr>
<tr>
<td>Folic acid</td>
<td>1.5mg</td>
</tr>
<tr>
<td>Niacin</td>
<td>300mg</td>
</tr>
<tr>
<td>Pantothenic acid (d-cal pantotenate)</td>
<td>20mg</td>
</tr>
<tr>
<td>Choline Chloride</td>
<td>50mg</td>
</tr>
<tr>
<td>Biotin</td>
<td>10µg</td>
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</table>

<table>
<thead>
<tr>
<th>Minerals</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Iron Dextran</td>
<td>323mg</td>
</tr>
<tr>
<td>(equivalent to 100mg Elemental Iron)</td>
<td></td>
</tr>
<tr>
<td>Copper (as Copper Sulphate)</td>
<td>5.0mg</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Cofactor</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Inositol</td>
<td>50mg</td>
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</table>

<table>
<thead>
<tr>
<th>Amino Acids</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>dl-Methionine</td>
<td>50mg</td>
</tr>
<tr>
<td>Lysine</td>
<td>150mg</td>
</tr>
<tr>
<td>Glycine</td>
<td>50mg</td>
</tr>
</tbody>
</table>

DIRECTIONS FOR USE

BLUD® is to be mixed into the daily ration accordingly to the following:

Initial course: Feed one sachet daily for 10 days, followed by a maintenance dose of one sachet every alternate day. Maintenance dosing should be continued at three sachets per week.

Each box of 30 sachets provides an initial 50 days course.

Maintenance dosage should then be continued at three sachets per week. In the case of a return to low blood counts, repeat the initial course.

PRESENTATION

30 x 28.4g sachets in a box.

STORAGE

Store below 25°C (Air conditioning).

APVMA NUMBER

• 35749