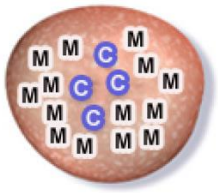
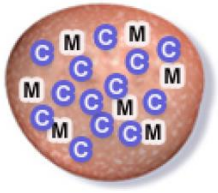


HEALTHY CELL
Proper Magnesium level keeps Calcium levels in check



UNHEALTHY CELL
Magnesium deficiency allows too much Calcium into cell

Magnesium partners with Calcium for muscle contractions

To trigger a muscle cell, Calcium rushes in, locking the cell in a contracted state. Once its task is complete, Calcium is pushed out by Magnesium, releasing the contraction. If there is not enough Magnesium, the muscle cell cannot fully relax.

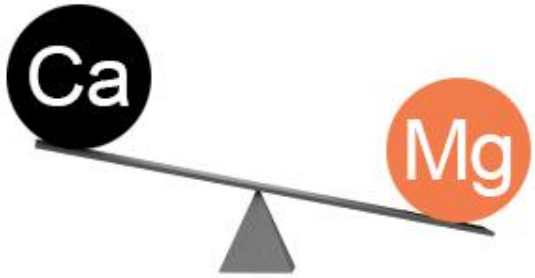
Magnesium reduces the excitability of nerve cells

If there is not enough Magnesium, the flight or fight response becomes easily triggered. The nerve cell is excitable. Imbalances can cause a nerve to respond even if there is no trigger or stimulus.

Horses deficient in Magnesium are always tense and "on the muscle".

Magnesium is key for a normal insulin response

Magnesium potentiates insulin receptors. Deficiencies in Magnesium can contribute to insulin resistance and metabolic syndrome in horses.



Feeding EZIUM restores the balance of Calcium and Magnesium

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Could my horse be Magnesium deficient?

If your horse is a performance horse, the most likely answer is ***YES***.

Exercise, sweating, and the stress of competition can increase your horse's Magnesium requirements.

There is no good test for assessing your horse's Magnesium status. Blood levels are poor indicators of your horse's Magnesium status. Only 1% of the horse's Magnesium is in the blood. Most is in the cells or in the bone where it can't be tested. The best way to diagnose a Magnesium deficiency is to look for the presence or absence of deficiency symptoms.

What are the symptoms of a Magnesium deficiency?

If there is inadequate Magnesium, the flight or fight response is more easily triggered, making the horse hyper-excitable. The nerve and muscle cells are primed to "fire now". Other symptoms include:

- *Nervousness, excitability, and flighty behavior*
- *Jumpiness and hypersensitivity*
- *Inability to focus and relax*
- *Muscle cramps, tight muscles, tying up*

Why should I feed my horse EZIUM?

Even when you diligently follow the recommendations for feeding of forages and concentrates, your horse might not receive all the nutrients he needs. The form of Magnesium in even the best feeds and forages can't be readily absorbed by your horse.

Magnesium is more readily available in EZium than in your horse's regular diet of grass, feed, and hay.

What makes EZIUM different from other supplements?

EZium contains a chelated source of Magnesium called Magnesium Glycinate. Reseach shows that true amino acid chelates such as Magnesium Glycinate are the most bioavailable, best absorbed, and the most retained of all mineral forms on the market. The Magnesium in EZium is absorbed 4.1 times better than the Magnesium in most other supplements.

What sizes are available? How much does it cost?

EZium is available in one-month, two-month, and four-month quantities. One-month and two-month sizes are available in both plastic resealable pails and convenient refill packs.

Cost is less than $1.50/day, with lower costs for larger sizes and refill packs.

Is EZIUM safe and approved for feeding?

EZium contains only ingredients approved for feeding by the American Association of Feed Control Officials (AAFCO), the governing body that reviews safety and approves ingredients for feeding to animals. Magnesium amino acid chelate is the official AAFCO term for the form of Magnesium in EZiuim. Other ingredients are common feed ingredients such as alfalfa meal, flaxseed meal, and flavoring agents.

EZium contains no substances prohibited for feeding by any equine organization governing body, including FEI, USEF, USDF, AQHA, and APHA.

What improvements have EZIUM users seen in their horses?

- *71% were less nervous, excitable, or jumpy*
- *57% saw an increased tolerance to work*
- *49% reported a reduced spooking*
- *46% had greater freedom and range of motion*
- *Other improvements seen when a magnesium supplement is added to the diet:*
  - *Resumption of sweating in horses with stress induced anhidrosis*
  - *Reduced incidence of trigeminal-mediated head-shaking*
  - *Reductions in the size of fat-pads and neck crests in insulin resistant horses and ponies*
  - *Normalized response to external stimuli*