

This is what our customers say about Pavo Care4Life

We asked horse owners to test Pavo Care4Life on their horses, this is what they said.

facebook

Silvia Balestracci

I've been giving this feed to my three-year-old gelding for two weeks now (alongside good quality silage). The first time he had to get used to it and spat it out. But once he got a taste for it he was sold. He loves it! It looks good and smells delicious. The other people at the stables also think it looks and smells delicious. It also seems that my horse is less bothered by itching. He has enough energy and is relaxed. So - he's doing well on it. I'll definitely keep feeding it, depending on the price :-)

Cindy Kocken

My horses found it super-tasty from day one. I mix it with pellets but if I give just the pellets first, they look to see if there's anything else coming... The test-bag is almost empty, so I hope that the product is available soon!

Annemiek Koole-Oeldrich

My mare eats it very slowly... and starts first on her hay and then on her feed. But that's not a problem - she always finishes it and I know she's eating it nice and calmly.

Yolanda Janssen

My mare gets it alongside her concentrate feed. For the first two days she ate it quite reluctantly... now no problem and she thinks it's really tasty. I thought at first that it was a muesli - great that you explained that it's a herb-blend and not a muesli. I hope this is going to be clearly visible on the packaging for all customers to see...

Anouska Fortuin

I got a bag to try from my feed supplier. I've been mixing it with muesli. Fussy eater, sensitive to changes in feed and sugars and starch. Upto now, no problems. I'm curious to see if he's fully converted to C4L.

Rianne Jansen

Well - my mare is totally crazy about it.

Ilonka de Wit-Damhoff

I'm a tester - at least, my horse is. She's crazy about it and has to chew it really well. This is a plus because she doesn't usually get so much concentrate feed.

www.pavocare4life.net



Would you like to get free feeding advice? The Pavo GroomingTeam® experts can answer all of your questions.

E-mail groomingteam@pavo.nl
Tel: 0031 485 589 933

Pavo Care4Life online!

More information about Pavo Care4Life is available at www.pavocare4life.net



Edition 02/2012

Pavo

feeding excellence Newsfeed

Do you care about your horse's health?

NEW

Pavo Care4Life

Balancing blend with healthy herbs

- With collagen for the joints
- With pre- and probiotics
- Contains no grains and no molasses

The power of herbs

Plants can stimulate the digestive system, detox the body and activate the blood circulation. Does your horse eat herbs?

More information on page 5.



If you care about the health of your horse



700 litres of blood flow through, and are purified by, the kidneys every day. The waste products from this purification process are excreted in approximately 20 litres of urine that a horse produces per day.



When we think of skin and disease-resistance, we naturally think of the outside of the horse. But did you know that the inside of the horse has many more times the skin area than the outside? Lungs and intestinal walls are also actually 'skin' (external membranes), exposed to external agents. In people, the intestines cover an area the size of a football field. In comparison, the area covered by what we normally think of as skin is relatively tiny.



If the excretory organs are overworked or not optimally functioning, then the metabolic waste products are excreted through the 'emergency exits', so to speak. These are the hooves, skin and mucous membranes. Problems in these areas often indicate poor functioning of the liver and/or kidneys.

In the past, horses grazed the steppes throughout the whole day in search of grasses and herbs. The effects of these evolutionary conditions can be seen in the horse's digestive tract: a small stomach in combination with a strongly-developed large intestine. Nowadays horses are often given highly-concentrated feed, relatively little hay and we make every effort to remove all herbs from the pastures and fields... actually creating conditions that are unnatural for our horses. That's why Pavo Care4Life was developed!

High fibre blend with vitamins and herbs to keep your horse healthy and vital.

Pavo Care4Life contains everything we could think of from a nutritional perspective to support your horse's health. This exceptional feed consists of high fibre natural ingredients, omega 3- and 6-fatty acids, yeasts, 11 different herbs (including Echinacea and Calendula) and vitamins and minerals in organic form. These substances are involved in the cleansing of the body by the liver and kidneys and in general blood circulation through which waste products are efficiently removed. A very significant inclusion is that of collagen, for support of healthy cartilage.

But just as important as what is in it, is what's not in it! Pavo Care4Life contains no substances that unnecessarily burden the system. It has a sugar and starch content of only 9%!! It contains no cereals or cereal by-products and is molasses-free, gluten-free and oat-free. Pavo Care4Life, the right choice for every horse.

- With 11 different herbs
- High fibre
- Extra Vitamin C
- Very high vitamin and mineral content
- Linseed Oil
- Probiotics, Prebiotics and yeasts
- Omega 3- and 6-fatty acids
- Anti-oxidants
- Collagen
- Organically-bound trace elements
- Starch- and sugar-content only 9%
- Gluten-free*
- Contains no grain / grain by-products
- Molasses-free

* This product is produced in a factory where cereals are processed.

Suitable for...

Pavo Care4Life is suitable for all horses: as complete feed for leisure horses or horses that are not being used at all, or as a healthy addition to the daily feed for your sports horse.

Pavo Care4Life is specifically intended for horses:

- ... with a tendency to be overweight
- ... that cope poorly with sugar - EMS, insulin resistance, laminitis
- ... just after moving stables
- ... recovering from illness
- ... with a susceptibility to Tying-Up Syndrome
- ... with allergies, such as gluten intolerance
- ... that are sensitive to stress and/or stomach ulcers
- ... that require a little something extra to keep their joints healthy

Feeding Advice addition to sufficient roughage:

170 g per 100 kg body weight per day.

This is for a 'normal' warmblood horse about 1 kg per day and for a pony about 600-700 grams per day. Pavo Care4Life has a lot of volume, so one normal feed scoop contains about 700 grams.

You can give it separately or mixed with your normal feed. It is also possible to mix it with Pavo Daily Plus. If your horse is a very fast or greedy eater, then it may be advisable to moisten Care4Life with a little water.

Because of the low sugar content and some unusual ingredients, many horses have to get used to the taste of Pavo Care4Life. If this is the case, then you can build up to one kilo per day over 4 days.

CONTENT PER KG PRODUCT

EMJ / kg	11,5
VREp	10,5 %
Crude protein	13,5 %
Crude fat	6,3 %
Crude fiber	24,0 %
Sugar + Starch	9,4 %
Calcium	1,30 %
Phosphorus	0,40 %
Magnesium	0,60 %
Potassium	1,00 %
Vitamin A	36.000 IE
Vitamin D3	3.600 IE
Vitamin E	600 mg
Vitamin B1	50 mg
Vitamin B2	40 mg
Vitamin B6	20 mg
Vitamin B12	500 mcg
Vitamin C	500 mg
D-Biotin	500 mcg
Copper	40 mg
Iron	250 mg
Zinc	240 mg
Manganese	150 mg
Selenium	0,9 mg
Iodine	1,5 mg

Extra:

11 different herbs	4,6 %
Collagen hydrolysate	10 g
Probiotics (inulin)	
Prébiotics (Yea-Sacc)	

- Organic selenium
- Organically-bound trace elements





Sugar and Starch in Care4Life



Horses can produce 60 to 70 litres of saliva each day!! This can be greatly stimulated using herbs and fibre in their food.



If using herbs to aid detoxification, purification and regulation, it is normal to see an increase in water intake, sweating and urination. This is only natural and healthy – a sign that the body is getting rid of waste-products.



Horses (and people) don't need 'food', but nutrients. Horsefeed too often contains only proteins, fats and carbohydrates and far too few true nutrients which maintain our bodies in a fit and healthy balance.



The leaves of the Dandelion indicate whether the plant is healthy or not. On fertilized land Dandelions grow too fast and their leaves develop rounded shapes (instead of having healthy, sharply-defined teeth), indicating plants which possess almost no healing properties.

Pavo Care4Life has a sugar + starch content of only 9%. This is important information for owners with overweight horses, horses with laminitis, insulin-resistance, EMS (Equine Metabolic Syndrome), Tying-Up Syndrome, Cushing's Disease or PSSM (Polysaccharide Storage Myopathy – a chronic form of Tying-Up).

The excessive intake of easily-digestible carbohydrates plays a role in all of these problems. It is especially important that these horses are given feed with low amounts of sugar and starch. Of course, these horses should also be monitored to ensure that their sugar intake from roughage is not excessive (consider fresh grass, hay and haylage).

Pavo Care4Life is molasses-free and the pellets in the product also contain no molasses.

How does it differ from a muesli?

Pavo Care4Life is not a muesli because it contains no cereals. It is a high fibre blend with herbs, vitamins and minerals. Its aroma is that of herbs with a hint of apple. It has a coarse structure due to the alfalfa and a notably varied composition. It also contains carrot pieces, crushed peas and pellets of extruded linseed.



What are pre- and probiotics?

Prebiotics are non-digestible compounds which are transported to the large intestine unmetabolized. Here they selectively stimulate the growth of important gut bacteria – vital for proper digestion. The prebiotic selected for Pavo Care4Life is Inulin – extracted from the root of the Chicory plant.

The probiotic Yea-Sacc is a live yeast with a scientifically proven positive effect on intestinal health. It too promotes the healthy growth of necessary intestinal bacteria and is important for healthy digestion.



The difference between collagen and glucosamine

Glucosamine is a precursor utilized in the metabolic synthesis of compounds required in both cartilage and synovial fluid. Collagen is a major component of connective tissue in the cartilage. Both compounds are necessary for healthy joints. Collagen works more directly as it does not first have to be converted through metabolic processes.



What effects can you expect from the collagen in Pavo Care4Life?

Collagen supports the proper formation and function of the softer components such as cartilage in the joints. Pavo Care4Life is therefore intended as a supporting supplement, not as a medicine or a cure. It contains 10g collagen per kilo feed (daily dose). In comparison: Pavo Mobility contains 12.5g collagen per 100g supplement (daily dose).



No cereals

Pavo Care4Life contains no cereals. It is therefore ideal for horses sensitive to gluten. Gluten is a protein found in cereals – especially wheat, rye, barley and spelt. The added pre- and probiotics help to restore intestinal function and can therefore have a positive effect on horses with gluten intolerance.



Nettle



Echinacea



Mugwort



Fennel



Coriander



Dandelions



Marjoram



Parsley



Marigold



Rosemary



Sage

The herbal blend in Pavo Care4Life

The herbal blend is specially developed for Pavo by a German herbalist. He has made a blend at our request that works on the following systems in your horse's body.

Respiratory system:

Lungs and bronchi

Insulin production:

Pancreas

Detoxification / excretion:

Liver and kidneys

Healthy digestion:

Stomach and intestines (but also liver and pancreas)

Immune System:

Especially with respect to the intestines

This unique combination of herbs helps to cleanse the body and bring it back into a healthy balance.

Marjoram, Sage and Rosemary

These three herbs are members of the plant family 'Lamiaceae'. They act as natural antibiotics, stimulate the digestive system and help the body with detoxification and excretion from the digestive system.

Purple Coneflowers (Echinacea)

Echinacea has anti-inflammatory properties, strengthens the immune system and reduces infections. It aids the body in deacidification and is a great help in the prevention of allergic reactions.

Nettle (Urtica dioica)

The nettle, which can severely irritate the skin externally, can be used internally to create strong positive effect on the metabolism of the skin, reducing sensitivity to allergic reactions. This plant supports the production of blood cells, stimulates the kidneys and is diuretic. With its detoxifying and blood purifying properties, the Nettle is an important factor to help lower high blood-sugar levels.

Marigold (Calendula officinalis)

Marigold (or Calendula) not only has a caring and healing effect on the external skin, but also on internal membranes, the lining of the stomach and intestines.

Fennel (Foeniculum vulgare)

Fennel seeds have a calming effect on the mucous membranes of the stomach, intestines and respiratory tract. Fennel helps to reduce fermentation problems in the intestine (colic).

In addition Pavo Care4Life contains Coriander Leaves, Parsley, Mugwort and Dandelions. You can find out more about our herb blend at www.pavocare4life.net



Are there enough herbs in Pavo Care4Life to really make a difference?

Pavo Care4Life contains 46g of dried herbs per kilo. To achieve this 46g of dried mixture per kilo, ten times that amount of raw plant material needs to be used (460g – just over 1lb). This is a healthy maintenance dose that does make a difference, but not so strong that it has a medicinal effect.



Can you feed these herbs all year round?

Pavo Care4Life can be fed throughout the year, it is no threat to your horse's health. Stick to the recommended amount of 1 kg per day for a horse and 600 -700 g for a pony.