



The **MVP** label is your guarantee of the highest quality equine nutraceuticals available in the industry. We realize that there are many variables involved in selecting the right supplement(s) to complement your nutrition program for your horse. At **MVP** we stand behind our products and take pride in making that job easier for you and your customers.

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Benefits of the NASC



The NASC Quality Seal is a way for consumers to know that when they buy a product, they buy from a reputable company that has successfully completed a quality audit. NASC member companies are required to demonstrate compliance with the following criteria before they are granted permission to display the Seal on their products, websites, product literature and advertisements:

- The company must have a **Quality Control Manual** in place which provides written Standard Operating Procedures for production process control, which helps ensure the company is providing a consistent and quality product.
- The company must have an **Adverse Event Reporting/Complaint System** in place to continually monitor and evaluate products and ingredients.
- The company must follow proper **Label Guidelines** for all products and all forms of labeling.
- The company's product labels must include any specific **Warning and Caution Statements** recommended by the FDA/CVM and the NASC Scientific Advisory Committee for particular ingredients.

The importance of NASC and the comprehensive NASC audit program is to help minimize and control risk, statistically track all product information, keep the consumer educated with correct labeling information, and make the consumer aware of any possible ingredient complexities with caution and warning statements. Ultimately, the entire program is designed to help elevate the quality of the industry that affects all stakeholders including consumers and, more importantly, the animals themselves.

In November of 2004, **MVP** passed the strict NASC compliance audit protocol standards, and is certified to display the NASC Seal of Quality. **MVP** continues to manufacture supplements of the highest quality and integrity, with "Guaranteed Customer Satisfaction."

What's New:

Exciting New Product Lineup for 2010

CETYL-FLEX H/A™ PELLETS!

Cetyl-Flex H/A™ is now pelleted! This will replace the meal product. The formula on the pelleted product is the same, however; it is now a 2 oz. serving vs. 1.5 oz serving. Also, the sizes are 8 lb. (64 servings), 15 lb. (120 servings) and 25 lb. (200 servings).



SENIOR H/A™ Pellets!

The #1 senior joint support product has just become even better! **Senior Flex H/A™** is now available in a pellet form along with 50 mg. of H/A per serving, as well as increased MSM levels to 5,000 mg. per serving. Please see the **Product and Special Promotion** section for more information!



3-IN-1™

Introducing a new **hoof, hair coat and vitamin/mineral** supplement. This product would be ideal for those customers who feed **Biotin™** and **Mega-Cell™** together and is also formulated for horses on a grass hay diet. Available in meal form only.



FIDO-FLEX H/A™ Tablets!

We have made our **Fido-Flex HA™** available in a tablet form for easier feeding and making it more travel friendly. We will also continue to sell the **Fido-Flex H/A™** meal. Every 2 tablets = 1/2 oz. serving of **Fido-Flex H/A™**.





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Featured Product & Promotion:

Senior-Flex HA™ (Pellet)
Joint Support for Horses

MVP is pleased to present the **NEW Senior-Flex HA™** and offer a **FREE** 5 lb. container (\$93.50 value SRP) to our Dealers for every \$250 order, through the end of March! Please see below for ingredient analysis:



ACTIVE INGREDIENTS: (Per 1 oz measure)

- Yucca Schidigera Extract5,500 mg
- Glucosamine Sulfate (Shellfish)5,000 mg
- Methylsulfonylmethane (MSM)5,000 mg
- Ester-C®1,200 mg
- Chondroitin Sulfate (Porcine)500 mg
- Hyaluronic Acid50 mg
- Vitamin A 15,000 I.U.
- Vitamin D₃ 5,000 I.U.
- dl-Alpha Tocopheryl (Vit. E) 1,000 I.U.
- Direct Fed Microbials9.3 million CFU's
(Colony Forming Units)

DIRECTIONS FOR USE:

(1 oz measure enclosed)

Adult Horses (900-1,100 lbs):

Provide 1 ounce twice daily during high level stress and/or working conditions. For lower maintenance level, provide 1/2 measure twice daily. This level may be doubled for the first 14-21 days.

- 5 lb. (80 servings)..... \$93.50 (SRP)
- 10 lb. (160 servings).....\$178.90 (SRP)
- 20 lb. (320 servings).....\$335.00 (SRP)

Costs approx. \$1.11 per serving (SRP)

Q&A from our Customers

Q: With all the different products on the market and so many things to supplement for, I feel like I end up with a chemistry set feeding so many different things! Joint support is also a very important part of my feed program. Can you recommend any products to simplify things so that I am covering my bases but not feeding so many different supplements?

A: You have brought up a great point that many horse owners find themselves going through. It can get very cumbersome (not to mention costly) when you are trying to provide your horse with the diet and nutrition he needs to perform at the level you are asking. There are two products that would be ideal in solving this problem, depending on your needs. The **4-IN-1 HA™** or **5-In-1 HA™** can make life much easier on horse owners by combining so many great things into 1 product! They are both outstanding products **to support joints, hoof, coat, digestion, conditioning, stamina** and maximum performance for all disciplines. This means high levels of quality, active ingredients at one economical price! The **5-In-1 HA™** is the first "complete combination" product to include vitamins, trace minerals and amino acids in addition to the other benefits listed above.



The Trusted Brand!

