



COSEQUIN[®]



For the Long Ride



QUALITY BY DESIGN • PRODUCTS FOR LIFE[®]

COSEQUIN®

*R*egardless of age, breed or discipline, the stress of everyday riding, training and competition may cause wear and tear to articular cartilage, eventually affecting joint function and performance of the equine athlete.

Cosequin Equine Powder plays an important role in maintaining optimal joint function. The superior quality ingredients in our product provide the raw materials that are essential for the synthesis of the articular cartilage matrix and the major components of synovial fluid, while inhibiting the enzymes that break down cartilage. The effect of each ingredient performing its primary function concurrently is what makes Cosequin unique and a broad-spectrum cartilage matrix enhancer.

Nothing comes close to matching the confidence and reliability of the formulation that has helped make Cosequin an industry leader.





What is Cosequin® Equine Powder?

Cosequin is an exclusive formula of three important ingredients: TRH122®* low molecular weight chondroitin sulfate, FCHG49®* glucosamine hydrochloride, and manganese ascorbate. These ingredients have been scientifically formulated to support and maintain the health of your horse's joints. Published studies have shown that the specific combination of ingredients in Cosequin helps to maintain the structure of the cartilage while inhibiting the enzymes that break down cartilage. Cosequin is the only glucosamine/chondroitin sulfate brand that has been shown safe, bioavailable and effective in horses in published studies.¹⁻⁵

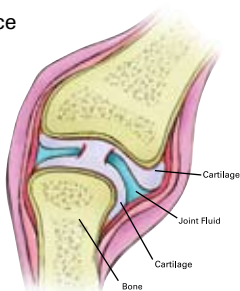
*Cosequin® contains FCHG49® Glucosamine Hydrochloride and TRH122® Low Molecular Weight Sodium Chondroitin Sulfate, Nutramax Laboratories® exclusive veterinary researched specifications.



How does Cosequin® Equine Powder work?

Cartilage is a slippery and resilient tissue produced and maintained by its own specialized cells. It cushions the surfaces where two or more bones form a flexible joint. Cartilage, joint fluid, and underlying bone work together like a shock absorber allowing flexible joint function.

Because cartilage lacks a direct blood supply, nutrients must pass into the cartilage from surrounding tissue. These nutrients sustain cartilage cells and provide the components necessary to maintain a healthy cartilage structure. With age, injury, or over-activity, cartilage cannot maintain the proper balance in metabolic activity, and breakdown of cartilage can exceed the process of cartilage production. That's when it's time for Cosequin. The components of Cosequin work both to synergistically enhance the synthesis of cartilage matrix as well as to inhibit the enzymes that break down cartilage, thus helping to restore balance. Glucosamine hydrochloride acts as a building block of cartilage by supplying a key nutrient that keeps cartilage cells healthy and functioning properly. Chondroitin sulfate blocks the enzymes that break down cartilage.



When should I start giving my horse Cosequin®?

Early action is always the best advice. Many horse owners can detect subtle changes in their horse's gait when breakdown of cartilage is just beginning. Unevenness in gait, reluctance to take or change a lead or shortness of stride are all early warnings of cartilage breakdown. Your first step is to have your horse examined by your veterinarian. Your veterinarian will advise you if Cosequin can help. By using Cosequin early, you may be able to offset long-term problems. Published research has reported improvement in some horses as early as two weeks.¹





How do I administer the powder to my horse?

Detailed instructions are contained in the package inserts. The recommended initial administration period is two to four weeks. Following the initial administration period, the amount of powder can be reduced to an economical maintenance schedule. Once consistent improvement has been seen, in some cases these maintenance levels can be further reduced to an every other day administration. To meet the demands prior to and during an event or strenuous outing, the administration can be increased back to the initial amount. The maintenance level may also be used daily or every other day on healthy horses to help support their joints.

Is Cosequin® cost effective?

Yes! As your horse's performance improves, the daily amount of Cosequin may be reduced to an economical maintenance level. This level may be as low as one scoop per day or every other day.



COSEQUIN®

Where can I buy Cosequin?

While Cosequin is not a drug and there is no need for a prescription, it is important to consult with your veterinarian about your horse's health, as well

as the selection of the correct supplement. For more information on Cosequin Equine Powder and where to purchase, call Nutramax Laboratories, Inc. at 1-800-925-5187. Nutramax Laboratories, Inc. also has customer service representatives to answer your questions about Cosequin, or you can go online to cosequinequine.com.



When examining the label of other products they may appear to contain the same ingredients as Cosequin® Equine Powder, but do they?

Many products try to compare to Cosequin, but there is no generic equivalent.

Chondroitin sulfate is a large molecule that is difficult to absorb. Cosequin is the only brand that uses the TRH122®* low molecular weight chondroitin sulfate, which has been evaluated and shown bioavailable.

Low molecular weight means the particle size of the molecule is smaller and more easily absorbed by the digestive system than other less pure forms of chondroitin sulfate. While this form of chondroitin sulfate is more expensive, it is the only one supported by published, controlled U.S. clinical studies for efficacy, safety and bioavailability. Other products that are labeled to contain chondroitin sulfate may actually use ground up cartilage or other less pure material. Many other products contain ingredients from sources that may not maintain strict quality control standards for purity and quality.

Cosequin Equine Powder also contains FCHG49®* glucosamine hydrochloride, which is greater than 99% pure. Glucosamine hydrochloride delivers significantly more bioavailable glucosamine than an equivalent amount of glucosamine sulfate. In summary, the purity and bioavailability of Cosequin's trademarked ingredients, guaranteed to be as stated on the label, make Cosequin the best choice!

Only Cosequin is Cosequin

*Cosequin® contains FCHG49® Glucosamine Hydrochloride and TRH122® Low Molecular Weight Sodium Chondroitin Sulfate, Nutramax Laboratories® exclusive veterinary researched specifications.



What is an Optimized Formula and should my horse be given this?

Cosequin® Optimized is the original researched formula now with higher levels of active ingredients per scoop in a tasty powder. Current opinion suggests that horses involved in heavy activity may need higher levels of glucosamine. Cosequin Optimized provides 14,400 mg of glucosamine hydrochloride (based on 2 scoops loading administration) vs. original Cosequin's 10,800 mg (based on 6 scoops loading administration).

I am currently giving my horse Original Cosequin Equine Powder. Should I switch to the Cosequin Optimized?

If you are happy with the results you are seeing using the Original Cosequin Concentrated Powder then there is no reason to change. If your horse has an intense competition schedule you may want to switch to Cosequin Optimized for the increased levels of active ingredients.





*Why does one of the Cosequin®
Optimized formula contain MSM?*

MSM is an organic source of sulfur, a compound used by cartilage. Some veterinarians suggest using MSM to help manage joint health. Cosequin Optimized with MSM for horses contains 10,000 mg of MSM (2 scoops). For those wishing to additionally supplement MSM, Cosequin Optimized with MSM offers a convenient, cost-effective way to administer MSM along with the proven ingredients in Cosequin Optimized.

Does Nutramax Laboratories, Inc. make



What are Cosequin® HA+ASU Treats?

Cosequin HA+ASU Treats provide a high quality hyaluronic acid (HA) along with avocado/soybean unsaponifiables (ASU) for joint health. HA is a major component of synovial fluid, the substance that helps keep joints lubricated. ASU has been shown in cartilage cell studies to lower the expression or production of several compounds involved in the process of cartilage breakdown in joints.

Cosequin HA+ASU Treats offer a convenient way to add HA and ASU to your current Cosequin joint health regimen. Cosequin HA+ASU Treats may be combined with any of the other Cosequin equine powder products to help support joint health in your horse.



When I'm riding I put stress on my own joints. Is there a Nutramax Laboratories, Inc. product for me?

Yes, Nutramax Laboratories, Inc. makes Cosamin[®] ASU for Active People, the combination of ASU, glucosamine hydrochloride and low molecular weight chondroitin sulfate. Cosamin ASU is the most complete and comprehensive joint support supplement available. ASU complements the positive effects of the other ingredients in Cosamin ASU. Having ASU in the Cosamin ASU formula is also beneficial as ASU, glucosamine hydrochloride, and chondroitin sulfate together were shown in cell culture studies to work better than glucosamine and chondroitin sulfate alone.



Cosamin[®]
JOINT HEALTH SUPPLEMENT

Call us for details
on our entire line of
Cosamin products
and where to buy
Cosamin ASU at
1-800-925-5187

These statements have not been evaluated by the Food & Drug Administration.
This product is not intended to diagnose, treat, cure or prevent any disease.



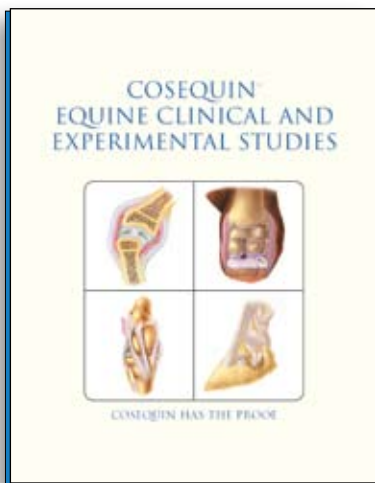
a Cosequin® product for my cat or dog?

Yes, Cosequin is available in five formulations, each designed for specific needs depending on the overall health of your pet: Cosequin DS, Cosequin Multi, Cosequin Bonelets® Hip and Joint Support, Cosequin Bonelets® Hip and Joint Support Plus, and Cosequin for Cats. For more information, call Nutramax Laboratories, Inc. at 1-800-925-5187.

▼ Surveys conducted in October 2001, March 2004 and February 2007 of small animal veterinarians who recommended oral joint health supplements.



To find out more about Cosequin[®],
ask for our booklet:
*Cosequin—Equine
Clinical and
Experimental Studies*







Cosequin is the gold standard!

There may be imitators, but there is
no substitute for Cosequin.

Cosequin is in a class by itself	Cosequin	Other Glucosamine/ Chondroitin Sulfate brands
Cosequin is the only glucosamine/chondroitin sulfate brand that has been shown safe, bioavailable and effective in horses in published studies.	<input checked="" type="checkbox"/> YES	NO
Contains exclusive bioavailable TRH122 [®] low molecular weight sodium chondroitin sulfate and FCHG49 [®] glucosamine HCl combination	<input checked="" type="checkbox"/> YES	NO
Published cell culture and animal studies documenting cartilage structure modification	<input checked="" type="checkbox"/> YES	NO
Documented by brand in scientific publications to meet label claim	<input checked="" type="checkbox"/> YES	NO
#1 veterinarian recommended brand [▼]	<input checked="" type="checkbox"/> YES	NO

[▼]Surveys conducted in the Fall of 2002, March 2004 and September 2007 of equine veterinarians who recommended oral joint health supplements.

COSEQUIN® EQUINE P

PRODUCT	INGREDIENTS
COSEQUIN OPTIMIZED w/ MSM  1400 g	PER SCOOP Glucosamine Hydrochloride 7,200 mg Methylsulfonylmethane (MSM) 5,000 mg Chondroitin Sulfate 1,200 mg Manganese 32 mg
COSEQUIN OPTIMIZED  800 g	PER SCOOP Glucosamine Hydrochloride 7,200 mg Chondroitin Sulfate 1,200 mg Manganese 32 mg
COSEQUIN ORIGINAL  280 g, 700 g, 1400 g	PER SCOOP Glucosamine Hydrochloride 1,800 mg Chondroitin Sulfate 600 mg Manganese 16 mg
COSEQUIN HA+ASU TREATS  60 count	PER SCOOP Sodium Hyaluronate (HA) 50 mg Avocado/Soybean Unsaponifiables (ASU) powder♦ 1,000 mg

PRODUCTS OVERVIEW

INDICATION FOR USE	LONG-TERM ADMINISTRATION	BENEFITS
For horses involved in heavy activity	84 day supply based on 1 scoop per day (16.5 grams)	Higher levels of active ingredients, addition of high purity MSM
For horses involved in heavy activity	84 day supply based on 1 scoop per day (9.4 grams)	Higher levels of active ingredients
Joint health protection	30 day supply (280 g) 106 day supply (700 g) 212 day supply (1400 g) based on 2 scoops per day (3.3 grams)	Original researched formula
Additional joint health protection	30 day supply based on 2 treats per day	ASU is a potent supplement agent demonstrated in cell studies to protect cartilage, plus high quality HA

•Standardized to contain a minimum of 30% avocado/soybean unsaponifiables.



"Cosequin is undoubtedly the best product on the market today. I rely on Cosequin to help keep my horses healthy, sound and competitive."

Phillip Dutton

Olympic Gold Medal Winner

"Cosequin is the foundation tool in my horses' joint health care. Without healthy joints I can't make a Champion."

Dell Hendricks

Champion Reiner



"All of my horses, both performance and pleasure mounts, are on Cosequin because I ask a lot of my horses and believe it's important to set them up for success. I take Cosamin myself every day-- I know what it does for me, that's why my horses get it too!"

Julie Goodnight

Internationally renowned horse trainer, clinician and TV personality



"We use the Cosequin products on a vast majority of the horses in our barn. I believe it has been a huge contributing factor to keeping our horses sound and healthy. One noteworthy athlete Better Talk Now is in his ninth year and still going strong."

**-Graham Motion
of Herringwell Stables**

Champion Thoroughbred
Racehorse Trainer





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REFERENCES

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nUTRAMAX™
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†Source: Surveys conducted in the Fall of 2002, March 2004 and September 2007 of equine veterinarians who recommended oral joint health supplements.

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