A.B.C.’s Plus® addresses these problems by:

- Providing your horse with the best nutrition through the latest technology.
- Optimizing the health of the digestive tract and breaking down complex nutrients through the addition of natural occurring and beneficial microorganisms.
- Enhancing a healthy population of beneficial microorganisms to remain in the horse’s digestive system to form a natural defense against harmful bacteria.
- Including many needed enzymes which process and deliver food as well as antioxidants to protect against free radical damage.
- Giving your horse the opportunity to receive total balanced nutrition to achieve full genetic potential and consistent performance.

Satisfied users of A.B.C.’s Plus® report reduced feed bills, better attitude, increased resistance to harmful bacteria outbreaks, sound hoof development, unbelievable hair coat shine, and general overall improved health.

A.B.C.’s Plus® is a supplement for the digestive system.

It does not supply nutrients for the horse (Host Animal). A.B.C.’s Plus® is a nutrient pack for digestive microflora only. The Ingredient List reflects ingredients that are processed by fermentation, yielding nutrient specific enzymes, substrate and stabilized bacteria.

Each individual horse has different nutritional requirements. With this in mind, A.B.C.’s Plus® and the Free Choice Stress System offer the ability to fulfill individual nutritional needs. (Offer Free Choice White Salt at all times.)
Reported Benefits from A.B.C.’s Plus® Users

Improvements in Physical Health such as:
* Resistance to epiphysitis and colic
* Reduced leg problems during growth
* Sound and more disease resistant foals
* Reduced reactions to equine de-wormers
* Rapid improvement in mental stability
* Remarkably sound hoof development
* Improved action and movement
* Reduced feed requirements

“Bottom Line”

How will A.B.C.’s Plus® Benefit my Horse?
* Increases the availability of minerals and protein in my horses’ diets
* Addresses muscle and skeletal development
* Helps build immunities in the body
* Enhances hair coat and hoof development

INGREDIENTS

www.abcplus.biz • 800-373-5971

This Catalog and all the statements within have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.

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Why is A.B.C. PLUS® the world’s number one Feed Additive?

A.B.C. PLUS® = Dramatic improvement in fiber digestion.

The Benefits of increased fiber digestion are: Increased mineral and protein assimilation.

Benefits of this type of Mineral:
Highly available single molecule, chelated to carbon (sugar) by the plant.
This is the type of mineral that animals were meant to live on, NOT ground up rock which is very low in availability.

Neutral Detergent Fiber Digestion
Independent Lab studies of A.B.C. PLUS® effect on digestion of Neutral Detergent Fiber Digestion yielded the following results.

<table>
<thead>
<tr>
<th>GRAIN MIX</th>
<th>GRASS HAY</th>
<th>ALFALFA HAY</th>
</tr>
</thead>
<tbody>
<tr>
<td>225 % Increase</td>
<td>69.5 % Increase</td>
<td>18 % Increase</td>
</tr>
<tr>
<td>35.59 %</td>
<td>42.65 %</td>
<td>35.10 %</td>
</tr>
<tr>
<td>10.92 %</td>
<td>25.16 %</td>
<td>29.68 %</td>
</tr>
</tbody>
</table>

This test was performed by using the following protocol:

<table>
<thead>
<tr>
<th>GRAIN MIX</th>
<th>GRASS HAY</th>
<th>ALFALFA HAY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Control grain mix / fiber digestion = 10.92 %</td>
<td>Control grass hay / fiber digestion = 25.16 %</td>
<td>Control alfalfa hay / fiber digestion = 29.68 %</td>
</tr>
<tr>
<td>A.B.C. PLUS® added / fiber digestion = 35.59 %</td>
<td>A.B.C. PLUS® added / fiber digestion = 42.65 %</td>
<td>A.B.C. PLUS® added / fiber digestion = 35.10 %</td>
</tr>
<tr>
<td>increase = 225 %</td>
<td>increase = 69.5 %</td>
<td>increase = 18 %</td>
</tr>
</tbody>
</table>

*These numbers were obtained through Invitro procedures.
How A.B.C.’s Plus® Works

An average horse’s diet contains **0.77 pounds** of digestible mineral.

<table>
<thead>
<tr>
<th>Item</th>
<th>Percent</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>3LB Alfalfa Hay</td>
<td>20%</td>
<td>0.12LB</td>
</tr>
<tr>
<td>12LB Grass Hay</td>
<td>80%</td>
<td>0.60LB</td>
</tr>
<tr>
<td>5LB Grain</td>
<td>1%</td>
<td>0.05LB</td>
</tr>
</tbody>
</table>

An average horse’s diet contains **2.26 pounds** of digestible Protein

<table>
<thead>
<tr>
<th>Item</th>
<th>Percent</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>3LB Alfalfa Hay</td>
<td>20%</td>
<td>0.51 LB</td>
</tr>
<tr>
<td>12LB Grass Hay</td>
<td>80%</td>
<td>1.20 LB</td>
</tr>
<tr>
<td>5LB Grain</td>
<td>1/2 Oats</td>
<td>0.25 LB</td>
</tr>
<tr>
<td>1/2 Shelled Corn</td>
<td>10%</td>
<td>0.25 LB</td>
</tr>
</tbody>
</table>

**DIRECTIONS:** (2 ounce scoop enclosed)

**Stallions, Weanlings, Gestating Mares, Horses in Training, Yearlings and Lactating Mares:** 2 scoops daily.

**Aged Horses:** 2 to 4 scoops daily.

**Check with A.B.C. Representative for alternative feeding suggestions.**

**ORGANIC SIZES:**

**ABC’S PLUS® ORGANIC - 25 LB BAG**

Item Number: A224  (100 day supply)

www.abcplus.biz • 800-373-5971

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A.B.C.’s Plus®
Nutritional Supplement for all Classes of Horses

GUARANTEED ANALYSIS

<table>
<thead>
<tr>
<th>Component</th>
<th>Min. %</th>
<th>Max. %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Crude Protein</td>
<td>14.5</td>
<td></td>
</tr>
<tr>
<td>Crude Fat</td>
<td>2.5</td>
<td></td>
</tr>
<tr>
<td>Crude Fiber</td>
<td>7.0</td>
<td></td>
</tr>
<tr>
<td>Calcium (Ca)</td>
<td>1.7</td>
<td>2.0</td>
</tr>
<tr>
<td>Phosphorous (P)</td>
<td>1.0</td>
<td>1.2</td>
</tr>
<tr>
<td>Copper (Cu)</td>
<td>250 PPM</td>
<td></td>
</tr>
<tr>
<td>Manganese (Mn)</td>
<td>50 PPM</td>
<td></td>
</tr>
<tr>
<td>Zinc (Zn)</td>
<td>50 PPM</td>
<td></td>
</tr>
<tr>
<td>Iron (Fe)</td>
<td>25 PPM</td>
<td></td>
</tr>
<tr>
<td>Iodine (I)</td>
<td>100 PPM</td>
<td></td>
</tr>
<tr>
<td>Selenium (Se)</td>
<td>150 PPM</td>
<td></td>
</tr>
<tr>
<td>Biotin (B12)</td>
<td>25 mg</td>
<td></td>
</tr>
<tr>
<td>Cobalt (Co)</td>
<td>10 mg</td>
<td></td>
</tr>
<tr>
<td>Folic Acid (F)</td>
<td>1 mg</td>
<td></td>
</tr>
<tr>
<td>Vitamin A (Ac)</td>
<td>10,000 IU/LB</td>
<td></td>
</tr>
<tr>
<td>Vitamin B12 (B12)</td>
<td>100 mcg</td>
<td></td>
</tr>
<tr>
<td>Vitamin B6 (B6)</td>
<td>100 mcg</td>
<td></td>
</tr>
<tr>
<td>Vitamin B12 (B12)</td>
<td>100 mcg</td>
<td></td>
</tr>
</tbody>
</table>

INGREDIENTS:

DAILY TOP DRESS FEEDING INSTRUCTIONS per HORSE:

- **Gestating Mares:** 4 ounces or 2 scoops per day (114g)
- **Lactating Mares:** 4 ounces or 2 scoops per day (114g)
- **Weanlings:** 4 ounces or 2 scoops per day (114g)
- **Yearlings:** 4 ounces or 2 scoops per day (114g)
- **Aged Horses:** 4 to 8 ounces or 2 to 4 scoops per day (114g to 228g)
- **Adult Horses:** 4 ounces or 2 scoops per day (114g)
- **Stallions:** 4 ounces or 2 scoops per day (114g)
- **Horses in Training:** 4 ounces or 2 scoops per day (114g)

Manufactured for:
Advanced Biological Concepts
P.O. Box 27 • Osco, Illinois 61274-0027
(USA) 800-373-5971 • (Local) 309-522-5005 • (Fax) 888-770-0735
jgh@a-b-c-plus.com • www.abcpplus.biz
Certified Organic by: Indiana Certified Organic, LLC

Net Weight: 25 Pounds (11.36 kg) (100 day supply)

Disclaimer: Advanced Biological Concepts® accepts no responsibility for the performance, failure or misuse of this product or changes of protocol that we are not aware of.
Feedback for A.B.C.’s Plus®

"This is one of the best and most natural supplements for horse intestinal health that I've tried. My horses gobble it down--it smells pleasant (kind of like sweet cured hay). I like the pelleted form and the fact I can buy it in hinged-lid buckets that are easy to open and shut with one hand. If you have a hard keeper or you're transitioning on and off pasture, this stuff is gold. I credit ABC’s Plus from preventing colic after my crew has escaped a couple of times."

- Fridove - WA, May 2011

"We started feeding A.B.C.'s 4 years ago when within 24 hours, both of our yearlings developed severe impaction colic from coastal hay. They spent a touch and go week at the vet hospital. It is a miracle they both survived! On the recommendation of a friend, we started all of our horses on the daily A.B.C.'s. Even the picky eaters don't mind the pellets and we have not had a single bout of colic in 4 years! It has been a life saver for us. Love it and never miss a day!"

- Hermann - Texas, February 2011

"Hi Jim and ABC,

I have been using ABC’s Plus for the last 21 years. I have a little Arabian mare who is now 34 years old. I have had her on the ABC’s Plus, along with her son, whom I also still have, who is 24 this year.

ABC’s Plus I believe is the main reason she is still with us. A few years ago, she had a tapeworm she picked up on our new property we moved to, and with that and her losing her molars over the last few years she was losing weight fast, so I upped her dosage to 8 oz daily of ABC’s Plus and healed up her bowels from the tapeworm we killed off. Over the next year and a half, she re-balanced herself, gained her weight back, and to this day in January 2012 runs around like the boss mare she is, and everyone else is younger and bigger than she is. She also sheds out nicely by late June.

Here is her picture. Thank you Jim for such an awesome product and product line. It is the one supplement I will not allow my horses to be without."

- Vicki S.
“My horses have been on ABC products for about 18 years or so. My eldest horse, Sunny, in his last few years at ages 35-37, had some digestive issues crop up. Hey, he was in his mid-30's after all!

I added extra ABC’s Plus when he went downhill around age 35 or so, and I am convinced it helped turn him around from not eating for 6 days to coming back into great health and gaining his weight back, right up until he passed away at 37.

First Picture on the right - "Pals" Jan. '07 -
Sunny was not eating for about 6 days. Here he was lying down and we thought that was it. His best buddy was the standing protection and support around him, he lost weight too. I'd feed Sunny carrots and ABC’s Plus and he perked up and began eating again, slowly.
So I just kept giving him however much he would take of the ABC’s Plus he'd eat 3-4 times a day. Usually it was about 2 ounces at a time.

Second Picture - "Sunny, me" from November 2008 -
11 months later. Looking pretty great for 36!
After a few days of this, he began eating his soaked rolled oats and alfalfa meal again and began picking back up.

Third picture on right -
The last picture is 5 days before he passed at his birthday party, all decorated up. Still in good weight at 37, with excellent blood work even though he was ready to go, which he did naturally (not euthanized) 5 days after his 37th birthday party.

Thanks for your products!”

- Sandy Rakowitz

“I started using ABC products in the mid 1990’s – this is after three separate holistic horse veterinarians recommended the company to me. I was instantly amazed at how the horses picked and chose the different [free choice] minerals offered to them. Unfortunately, being in Canada, the borders have closed against us and we are no longer able to bring in the free-choice minerals into Canada. Fortunately, ABC’s Plus (Power Plus) is still allowed into Canada. I have religiously fed the ABC’s Plus, and never had a colic when on this product – this is with upward 25 horses. Twice, I ran out, and thought I would save myself the expense of feeding ABC’s Plus, and both times, within 3 weeks, a horse would colic. So now it’s a no-brainer – I feed it, and my horses love it. Thank you Jim and Kendra for such a wonderful company and such great advice anytime I need it!”

- Shirley Guertin, Centaur Riding School