



Studies indicate nearly 20% of U.S. horses may be clinically obese. More than 30% of those evaluated were also found to have insulin resistance.

Insulin resistance (IR), often found in obese horses as well as those diagnosed with Equine Cushing's and Peripheral Cushing's Disease, is a highly significant risk factor in the development of laminitis. According to the National Animal Health Monitoring System however, 50% of laminitis episodes can be prevented by effective nutritional management.

Target IR™ TURNING HAY INTO NUTRITIONAL GOLD

“Apart from colic, laminitis is the most common reason for a horse or pony to present for veterinary treatment.”

US Department of Agriculture, National Animal Health Monitoring System

“We have found that careful attention to mineral balance and antioxidant nutrients in addition to controlled simple carbohydrates is both the safest and surest way to improve insulin resistance, control inflammation and regrow healthy hoof tissues.”

Eleanor Kellon, VMD, Co-Owner, Equine Cushing's and Insulin Resistance Group

Target IR provides the clinically proven nutritional support grass hay fed horses need for optimal nutrition, health and control of insulin resistance, a key factor in laminitis prevention.

- provides comprehensive nutritional support for grass hay fed horses
- provides all the amino acid, antioxidant, vitamin and mineral components needed for the insulin resistant horse to regain and maintain, ideal health and condition
- provides a highly palatable, exceptionally absorbable, simple to administer daily supplement for the life and health of your overweight/IR horse

Based on the most advanced nutritional knowledge available, Target IR was developed to meet the recommendations of the Equine Cushing's and Insulin Resistance Group. Each ingredient was selected and tested for maximum bioavailability and manufactured under strict pharmaceutical good manufacturing practices.



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Target IR gives your horse exactly what's needed, and nothing that isn't. No unproven, unregulated or potentially risky herbal components are included, as the safety and efficacy of these substances have not been established for horses. What is included is complete nutrition, with a formula clinically validated to help prevent laminitis episodes. Target IR, along with a low non-structural carbohydrate hay feed and adequate exercise, is the ideal prescription for your overweight/IR horse.

Take the first step in making massive improvements in your horse's overall condition and health. Order Target IR today from your trusted veterinary distributor.



Target IR Formulation

Ingredient	Mode of Action
Phosphorus	Instrumental in bone formation. Often deficient in hays.
Magnesium	Critical anti-inflammatory necessary for energy generation and storage.
Zinc	Critical to antioxidant/anti-inflammatory defense and immune system function. Provided in zinc oxide form to avoid excess sulfates.
Copper	Critical to antioxidant/anti-inflammatory defense and immune system function. Provided in a polysaccharide-coated form for improved absorption.
Manganese	Trace mineral necessary in enzyme formation. Available in border line/low levels in alkaline soil areas.
Selenium	Important antioxidant, required for normal thyroid function. Often deficient in soil.
Iodine	Required for normal thyroid function. Often deficient in soil.
Vitamin E	1,000 IU/day recommended for IR horses*. Provided as a water soluble/dispersable form for optimal absorption.
Biotin	Important in the structural integrity of the hoof. Essential co-factor in nitric oxide production: critical in maintaining open blood vessels/deficiencies implicated in IR.
Vitamin A	Vital for efficient metabolic processes. Often deficient in older hay supplies.
Methionine	An amino acid (not synthesized by the horse) essential for hoof strength and general antioxidant defense mechanisms.
Arginine	Amino acid vital to nitric acid formation. Often depleted in stress and illness.
Flax Seed Meal	Rich source of essential fatty acids (omega 3/6). Deficient in dried/cured hays.
Red Beet	Rich source of antioxidants and folate essential to nitric acid production. Also serves as a highly appealing flavoring agent.

*Frank, Nicholas, Management of Insulin Resistance, Guide to Insulin Resistance & Laminitis for Equine Practitioners, LLOYD, Inc, 2009.

For more information about insulin resistance, laminitis and associated conditions including Equine Cushing's Disease (PPID) and Peripheral Cushing's Disease (EMS), visit http://www.lloydinc.com/vet_equine_targetIR.html.



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Target IR is manufactured as a pharmaceutical grade product by LLOYD, Inc., P.O. Box 130, Shenandoah, Iowa 51601, 1-800-831-0004, www.lloydinc.com