



Magnitude[™]
Unleash your stallion's breeding potential

Dietary Stallion Sperm Supplement

(262) 275-8980

BETTER BREEDING THROUGH THE SCIENCE OF FEEDING

Studies show that stallions fed diets supplemented with Magnitude's[™] precise blend of long-chain polyunsaturated omega-3 fatty acids (including DHA), antioxidants and vitamins experienced marked improvement in reproductive potential:

- ◆ **A 78% increase in sperm concentration¹**
- ◆ **A 46% increase in daily sperm output²**
- ◆ **A significant increase in sperm motility, even in semen cooled for 48 hours¹**
- ◆ **An increase in daily output of progressively motile sperm^{3,4}**
- ◆ **An increase in the percentage of morphologically normal sperm in fresh semen⁵**

Magnitude[™] gives you the potential of an increased supply of semen that is also more highly concentrated and viable in storage. It adds up to impressive results – especially for stallions with poor reproductive traits¹.

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Not Your Ordinary Omega....

DHA (docosahexaenoic acid) is the key. The membranes of spermatozoa are composed primarily of DHA, and scientific studies verify that the marine-based omega-3 fatty acids in Magnitude™ improve the supply of DHA in stallions. This increases both the number of normal spermatozoa and their concentration in semen. Simply stated, DHA concentrations are crucial to proper sperm cell function. So when it comes to enhancing reproductive potential, all omegas are not created equal:

- Most feeds and supplements are high in omega-6 fatty acids that do nothing to improve reproductive ability.
- Plant-based omega supplements, such as flax, do not supply DHA.
- Fish oil supplements present challenges with odor, palatability and stability in storage, and they may not have the proper ratio of fatty acids to increase a stallion's supply of DHA.

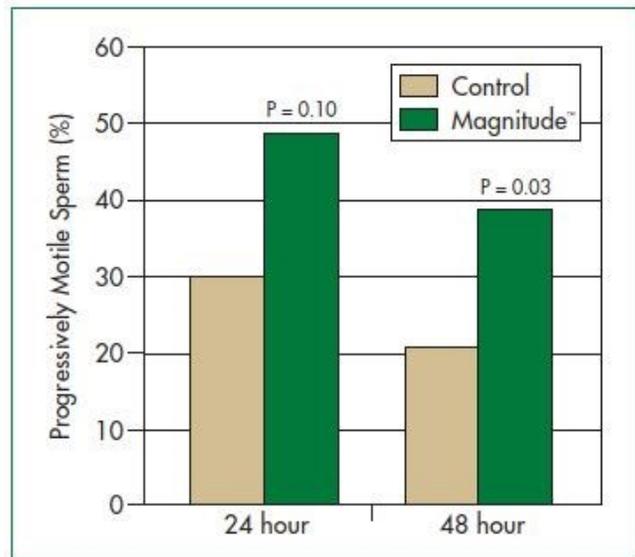
That's where Magnitude™ stands above the rest. Its balanced blend of fatty acids – not found in any other omega-3 product – increases your stallion's DHA to foster a more productive, prolific and profitable sire.

It is safe and easy to use....

Magnitude's™ source of DHA is similar to those often used in human foods and nutraceuticals. Non-toxic at even 100 times the daily recommended human intake. This gives you an added level of assurance in what you're putting in his feed.

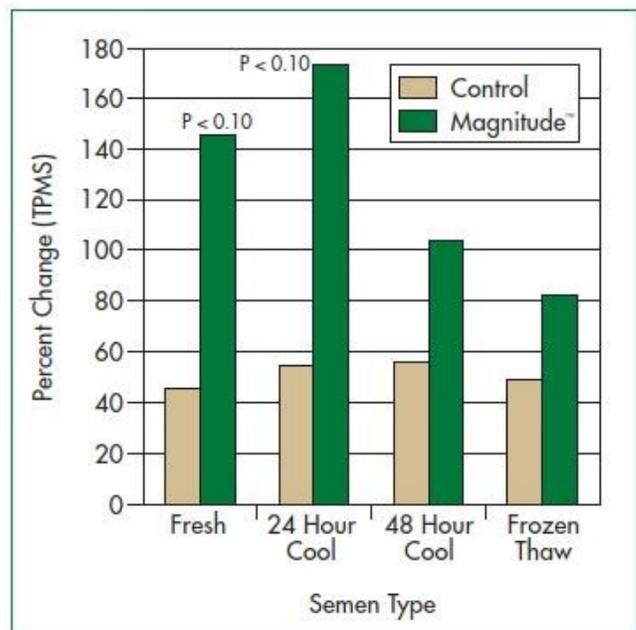
Nutritional Considerations....

Magnitude™ enhances your stallion's diet with an important blend of antioxidants and vitamins, particularly vitamin E. It has a negligible impact on energy, too. Pound for pound, Magnitude™ has a caloric value similar to corn and is lower in carbohydrates.



This illustrates the change in progressively motile sperm after feeding Magnitude™ to stallions with less than 40% progressively motile sperm. Magnitude™ promotes an increased supply of viable semen after 24 hours and 48 hours of cooling and storage.

- Texas A&M University



With Magnitude™, stallions experienced increases in the quantity of total progressively motile sperm (TPMS) produced in fresh, cooled and frozen-thawed semen^{3,4}.

- Colorado State University

1. Brinsko, S.P., D.D. Verner, C.L. Love, T.L. Blanchard, B.C. Day, and M.E. Wilson. 2005. Effect of feeding a DHA-enriched nutraceutical on the quality of fresh, cooled and frozen stallion semen. *Theriogenology*. 63:1519-1527.

2. Harris, M.A., C.R. An

derson, S.K. Weibel, R. Godbee, S.R. Sanders, W.A. Schurg, L.H. Baumgard, and M.J. Ams. 2005. Effects of feeding an omega-3 rich supplement on the fatty acid composition and motion characteristics of stallion spermatozoa. *Proc. 19th Equine Science Society*:239.

3. Squires, E.L. 2005. Stallion semen characteristics following dietary supplementation with Magnitude™. *Colorado State University Research Report*.

4. Ams, M.J., K. Adams, and M.A. Harris. 2005. Stallion sperm characteristics following dietary supplementation with Magnitude™. *University of Arizona Report*.

5. Harris, M.A., L.H. Baumgard, M.J. Ams, and S.K. Weibel. 2005. Stallion spermatozoa membrane phospholipids dynamics following dietary n-3 supplementation. *An. Reprod. Sci.* 89:234-237.