

New copy for <https://www.conklin.com/content/products/an/equines.cfm>

Title

Nutritional supplements for healthier horses, including hard keepers (68 characters)
Enhance your horse's digestive tract health, nutrient absorption, immune system
Fastrack equine health products are made in the USA (199 characters)

Description

Keep your horses healthy with Fastrack direct-fed microbial supplements. For show, working, or companion animals, Fastrack products increase stamina, help prevent colic, laminitis, tying, and more. (198 characters)

(h1 headline) Optimize Nutrition to Give Your Horse the Winning Edge

From pasture to pleasure to performance, Fastrack® supplements lay the foundation for a lifetime of health, companionship and endurance. Endorsed by horse owners, trainers and veterinarians, these unique direct-fed microbial formulas help maintain appetite during periods of challenge and as part of an overall nutritional program during all phases of your horse's life.

(h2 subhead) Keeps them calm, feeling good, and eating well

Ingredients such as lactic acid-producing bacteria, yeast culture, dried chicory root, enzymes, vitamins and specialized proteins support the digestive system of foals, senior champions, and everything in between. And they help ease the animal's stress during transitions such as worming, transporting, or periods of irregular feed intake.

Whether a horse is on a trail ride or in the show ring, Fastrack is the choice of champions like Terra Bynum. And like all Conklin® products, it's made in the USA.

(h2 subhead) Try Fastrack Equine Products Today

You can buy <link to catalog> [products online](#)<end link> or contact one of our <link to IBO Locator> [Independent Business Owners \(distributors\)](#)<end link> to find out more about how Conklin's equine products can keep your horses healthy and long-lived.

Keyword counts:

Nutrition(al) -3
Horse(s) – 5
Supplements – 4
Digestive – 2
Direct-fed microbial – 3
Health(y) – 5
Animal(s) – 3
Equine – 4
Fastrack - 6

These terms are used on Conklin Web pages or flyers

Healthy horses good nutrition

Digestive health

Enhance digestion

Nutrient absorption

Microbial, direct-fed microbials

Nourish

Supplements

horse owners, trainers and veterinarians, live lactic acid-producing bacteria, yeast culture or live yeast cells, dried chicory root, enzymes, specialized proteins and vitamins

Enhanced feed utilization

- Improved hoof health
- Reduced colic, founder and

tying up

- Increased stamina

top-dressing or mixing with dry feeds

performance, breeding and senior horses.

Terminology and issues found on horse forums (<http://www.horsegroomingsupplies.com/horse-forums/>)

Ration balancers

safe to feed to horses that might be at risk for colic, laminitis, ulcers and other chronic digestive upset

ration balancers are formulated to provide more optimal nutrition...even for working horses and most companies have two formulations that complement either grass hays or alfalfa based diets.

harder keepers

nutrient dense