PURINA

What Makes Purina® Outlast® Better?

PURINA® OUTLAST® GASTRIC SUPPORT PRODUCTS CONTAIN AN EXCLUSIVE FORM OF SEAWEED-DERIVED CALCIUM THAT IS FUNCTIONALLY DIFFERENT FROM OTHER MARINE-DERIVED SOURCES IN FIVE SIGNIFICANT WAYS: SOURCE, COMPOSITION, STRUCTURE, MAINTENANCE OF OPTIMAL pH AND RESEARCH.*

SOURCE

The active ingredient in Purina® Outlast® is derived from two specific seaweeds, *Lithothamnion corallioides* and *Phymatolithon calcareum*, harvested by a single supplier off the coast of Iceland. This unique element is labeled on feed tags as **seaweed-derived calcium**. There are other marine-derived calcium sources available, but they have a different structure and are labeled as **calcite**.

COMPOSITION

Calcium comes in many forms in nature. The seaweed-derived active ingredient in Purina® Outlast® has a unique composition compared to other marine-derived calcium sources, due to it's tightly balanced components of calcite, aragonite and vaterite. Other sources are 95% calcite, and are labeled as such.

STRUCTURE

The active ingredient in Purina® Outlast® has a highly distinguished honeycomb structure. This feature greatly increases its surface area, which has been found to be more than 3–5 times higher than other marine-derived calcium products, such as calcite.

pH MAINTENANCE

The increased surface area in Purina® Outlast® enhances its ability to support optimal gastric pH. In multiple *in vitro* research trials, Outlast® has demonstrated a higher and longer buffering capacity than other ingredients, including calcite and sodium bicarbonate.

RESEARCH

Purina Animal Nutrition has conducted multiple studies and published four peer-reviewed research abstracts evaluating the active ingredient in Purina® Outlast®, demonstrating appropriate formulation rates, as well as safety and efficacy in horses.

**References available upon request.*

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