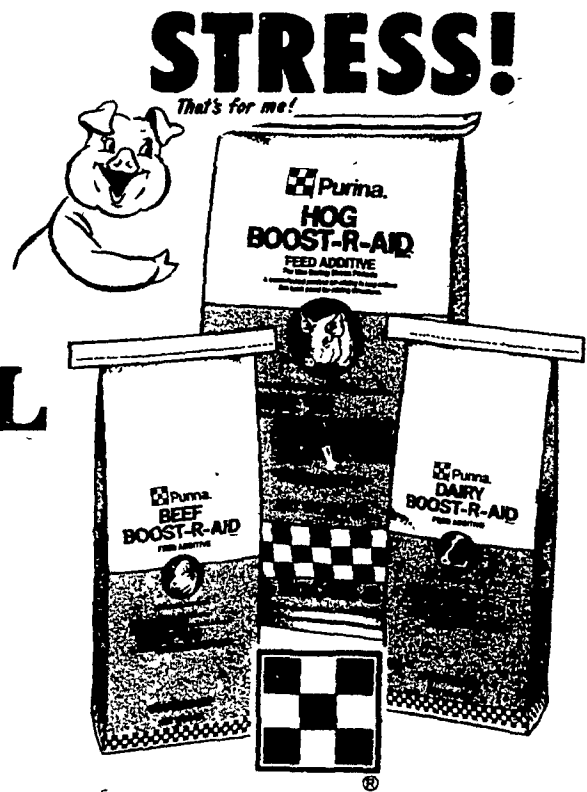




**NEW**

**PURINA  
BOOST-R-AID  
VITAMIN, MINERAL  
PACKS**



Stress is defined as the nonspecific response of the body to any demand. Stress is pressure from external sources that disturb the routine body functions of an animal. Animal Stress can be divided into two categories; environmental stress and physiological stresses.

Environmental stress would include temperature extremes and variations, rainfall and humidity, how the animal is managed, movement or transit problems, seasonal variation and dust. Other environmental stresses are weaning, animal density in pens, and age of animals.

Physiological stress involves immune status, nutritional inadequacies, castration, exposure to virus and bacteria, parasitism, variations in medication, natural resistance and disease injuries.

**NEW from PURINA...  
three products to fight stress!**

Every year, stress costs hogmen, dairymen and cattlemen dollars and performance. Stressed animals don't perform well! Stressed animals are more susceptible to disease! Now Purina introduces Purina Hog Boost-R-Aid, Purina Beef Boost-R-Aid and Purina Dairy Boost-R-Aid, three formulations designed to be mixed with your animal's ration and provide the extra vitamins and/or vitamins/minerals they may miss in periods of stress, because of reduced feed consumption.

Fight stress with Purina® Boost-R-Aid™ feed additives!

Some of these life situations cause stress, and stress can actually rob the body of vitamins. During periods of stress, the body's metabolism accelerates, and as a result, vitamins and other nutrients are used up faster than usual.

Disease and parasites lower the animal's intestinal absorption of the essential vitamins. Diseases by themselves, increase the requirements by reducing the dietary intake.

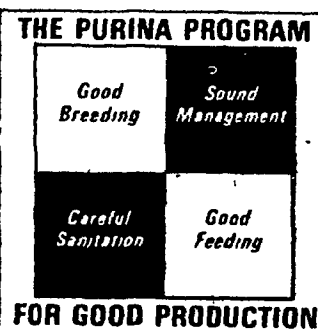
The use of antimicrobial drugs, such as antibiotics, for prevention control or treatment of infectious diseases, or for improved performance in animals, may also raise the requirements of various vitamins. For example, some antibacterial medications, by altering the intestinal microflora, may reduce the bacterial syntheses of certain B-complex vitamins or vitamin K in the intestine.

**A Valuable Addition to Purina's  
"Plus" Line of Products  
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