



Watch to Win and Learn About Equine Stomach Ulcers

Horse owners, trainers and veterinarians have a chance to win prizes while educating themselves on equine stomach ulcers. And with prizes that help address everyday challenges like safe travel, monitoring stalls and measuring heart rates, learning has never been more rewarding.

Check out the educational videos about equine stomach ulcers at www.watchtowin.ulcergard.com, including:

- Why Equine Stomach Ulcers Happen
- Preventing and Treating Equine Stomach Ulcers
- Why Most Equine Stomach “Ulcer” Products Aren’t Worth the Gamble

Why watch? Besides being eligible to win prizes, learning more about equine stomach ulcers is important for anyone who works with and shows horses because two out of three competitive horses suffer from ulcers.¹ These ulcers can ultimately result in:

- Changes in eating and drinking behavior²
- Weight loss²
- Change in attitude (for the worse)²
- Recurrent colic²
- Dull hair coat²
- Less than optimal performance²

“All disciplines and breeds have very competitive show circuits,” says Beckie Peskin, senior equine product manager, Merial. “A comprehensive feed and health care plan, including the prevention of stomach ulcers, lays the groundwork for horses to perform at their best,” she says.

The “Watch to Win” promotion runs through Dec. 31, 2014. Prize packages include:

For horse owners:

USRider® Equestrian Motor Plan

Roadside assistance benefits, including coverage of horse vans, tow vehicles and trailers. Read more at <http://www.usrider.org>. Along with the plan, each winner will also receive a \$1,000 gas card.

For trainers:

StallWatch Equine Surveillance Kit

A portable video surveillance system, StallWatch allows you to keep an eye on your horse 24 hours a day with a live, real-time video feed that comes straight to your smartphone or tablet. Go to <http://www.stallwatch.com> for more information.

For veterinarians:

AliveCor™ Veterinary Heart Monitor

This handy device snaps onto the iPhone 4, 4s or 5 like a case and wirelessly communicates with the app on your phone to provide instant electrocardiograms (ECGs) on horses, dogs and cats. Go to <http://www.alivecorvet.com> to learn more.

Veterinarians and trainers may also win a prize package including

GASTROGARD® (omeprazole) and ULCERGARD® (omeprazole).

GASTROGARD is the only proven and FDA-approved product for the treatment of equine stomach ulcers,³ and ULCERGARD is the only proven and FDA-approved product for the prevention of equine stomach ulcers.⁴

For complete details, to watch the videos and learn more about equine stomach ulcers, go to <http://www.ulcergard.com>.

About Merial

Merial is a world-leading, innovation-driven animal health company, providing a comprehensive range of products to enhance the health, well-being and performance of a wide range of animals. Merial employs approximately 6,200 people and operates in more than 150 countries worldwide with close to \$2 billion of sales in 2013.

IMPORTANT SAFETY INFORMATION

Caution: Safety of GASTROGARD in pregnant or lactating mares has not been determined.

ULCERGARD can be used in horses that weigh at least 600 pounds. Safety in pregnant mares has not been determined.

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¹Mitchell RD. Prevalence of gastric ulcers in hunter/jumper and dressage horses evaluated for poor performance. Association for Equine Sports Medicine. September 2001.

²Equine Gastric Ulcer Council. Recommendations for the diagnosis and treatment of Equine Gastric Ulcer Syndrome (EGUS), *Equine Vet Educ.* 1999;11:262-272.

³GASTROGARD product label.

⁴ULCERGARD product label.