



## ***THINK ALL “BOOST” PASTES ARE THE SAME? THINK AGAIN!***

The composition and balance of nutrients included as well as the safety and quality of each product is different, so buyer beware!



Recently, we have noticed a number of copy-cat “boost” products appearing in the marketplace. Some have chosen the same colours and package appearance or promotional text, and all have chosen a similar name and appear to have copied part of our formulation (the less expensive parts, anyway). None of these products have included the complete formulation contained in a Pro-Dosa BOOST, but they think you will be fooled by an only partially complete product that looks and sounds similar and sells at a lower price. I think, horsemen should think about why someone would do that.

It is said that the sincerest form of flattery is imitation. It does appear that some of our new competitors have recognised Pro-Dosa BOOST is of exceptional quality and composition, and they can't compete with that. Instead, they hope to be mistaken for the same thing at a lower price. Since I didn't make Pro-Dosa BOOST to be a cheap product with a large profit margin, I know they can't make a similar quality product, any less expensive. They have to make a less-complete, poorer-quality supplement instead. While I suppose I should be flattered, instead, I am concerned about how many horsemen will think they are feeding my product, when they've bought a “copy-cat” by mistake. How many horses will be fed supplements that aren't complete, balanced, or safe enough? How many people, feeding a copy-cat they think is ours, will think our product isn't as good as it used to be when they don't get the observable effects they have been accustomed to when feeding the original, tried and tested, Pro-Dosa BOOST, established in 2001?

### **WHAT DO YOU NEED TO REMEMBER ABOUT PRO-DOSA BOOST?**

In order to achieve optimal metabolism, performance, recovery, and health, it is necessary to provide a broad spectrum of nutrients, in bioavailable forms, in ideal balance with each other and with the cofactors necessary for their absorption and function. The doses provided must reflect the requirements of horses under stress due to travel, hard work, racing, competition, and illness, as the administration of only some of the nutrients required or feeding quantities below or above requirements may result in imbalances that actually impair absorption and function. With this in mind, I developed Pro-Dosa BOOST to provide complete, balanced, and bioavailable nutritional support.

Because I made Pro-Dosa BOOST for the stables I had worked for in my veterinary practice, for years, I didn't make it with profit margins or easy marketing in mind. I made it to make a difference to my patients and to make things easier and less expensive for my clients, who were my friends and not just face-less consumers, I didn't know. I looked up the nutrient requirements published by NRC, and then I looked up other nutrition research and texts to fill in requirements not available through NRC. I compared those to what I had been providing for my patients in injectable form, and I referred to veterinary pharmacology texts and talked to

exercise physiologists. I came up with a profile and doses of nutrients that, I believed, would be the most scientific and practical for competitive horses in my veterinary practice. I didn't worry about whether or not horsemen would immediately understand the formulation or recognise the importance of some of the less familiar sounding nutrients. I focused on making a difference to equine health and welfare.

As a veterinarian, my clients trust me to provide safe, secure, efficacious, and ethical treatments for my patients. Product quality, therefore, had to be of paramount importance. I decided to make Pro-Dosa BOOST out of human food or pharmaceutical grade nutrients that would meet much higher purity standards than animal feed grade nutrients.



Dr. Corinne Hills

I thought it was important to measure the concentration of nutrients in the final product, because I wanted to be confident that I would be providing my patients the correct doses of each nutrient, not more or less, for best effect, and for their health and safety. If insufficient doses are given, then no impact or a negative impact on the overall health of horses may result. If you are buying a supplement that doesn't contain what the label says, then at best, it's a waste of money. At worst, it could be detrimental to your horses' health. At the same time, giving too much of some nutrients is dangerous. Many horsemen will recall the tragic story from a few years ago about the group of polo ponies who died as a result of eating a feed supplement that contained ten times the amount of selenium that it was meant to, when an error was made in production of the product. I wanted to make sure that would never happen to a horse fed Pro-Dosa BOOST.



Finally, I wanted to be certain that I would not inadvertently cause harm through contaminants. I made my production and product tracking procedures as safe as possible by registering my facility in the NZ government inspected and certified GMP program. I used hazard analysis principles (HACCP) in developing methods of raw materials procurement, manufacturing, and finished product quality and safety assurance. I decided to submit all finished product for analysis for naturally occurring prohibited substances that may contaminate feed grade nutritional products and cause positive drug tests, and I submit all finished product for microbial culture to ensure it is sterile. Finally, I validated (proved) that my processes were consistently effective in producing a quality, sterile, and safe product that horsemen could feel confident and

secure feeding to their horses. I wanted them to know that they could trust Pro-Dosa BOOST to be providing exactly what they were paying for and what their horses actually need to perform and recover at their best.

Think about what you are spending your money on and learn to read labels critically. Read my series of blog articles on "Reading Labels", and please do contact me if you'd like help with general nutrition or comparing supplements and feeds.