

Kohnke's Own[®] MAG-E

Australia's most popular calming supplement

Is your horse spooky and over-reactive, or just a bit tense at events?

Mag-E is the supplement you can trust when focused, steady and calm performance is paramount

For anxious or nervous horses every day, or only for extra help during stressful competitions, Mag-E has flexible dose rates for all situations!



***Optimise
Nerve and Muscle
Function***

***Helps Calm and Focused
Behaviour in Performance
and Pleasure Horses***

***Special Organic
Magnesium for
Optimum Absorption***

***Does Not Swab – Safe for Racing &
Competition***

The Benefits of Mag-E[®]

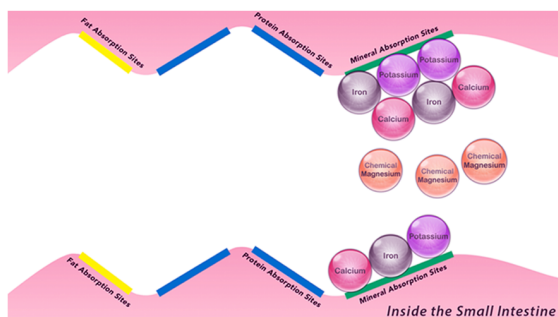
- ✓ A daily supplement for horses with poor magnesium absorption which become nervous or over-reactive during normal pleasure riding and training
- ✓ Safe to use at higher doses before and during stressful events for horses which are normally calm at home but become unfocused when out competing
- ✓ Ensure your horse adjusts to new experiences, unfamiliar surroundings or early training with confidence.
- ✓ Does not reduce performance – helps muscle and nerve function in competition horses.
- ✓ Make your own cheap, easy and effective calming paste for busy days



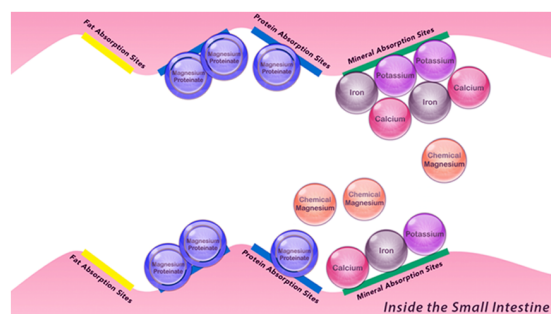
Pack Sizes: 425 gram (28 doses), 1 kg (66 doses), 2.5 kg (166 doses)

The Science Behind Mag-E

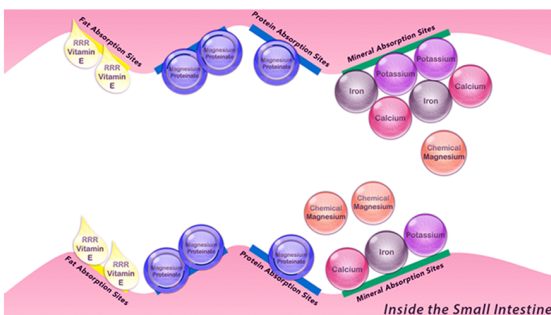
Focus and relax your horse without compromising performance



Most calming supplements use chemical magnesium that unbalances the diet!



Mag-E uses a protein-coated magnesium which is more effective and safer.



Mag-E also has high potency vitamin E and vitamin B1 for extra calming action.

Australia's favourite calming supplement, Mag-E helps to focus and settle horses with multiple ingredients for an effective calming action.

No dopeyness, drowsiness or loss of performance. Does not swab!



In the Feed



Oral Paste



During Competition

"Mag-E definitely does not reduce performance or make horses dopey, in fact, I highly recommend Mag-E for Show Jumping horses because the supplement helps to ease their tense and tight muscles during the round, which can often mean the difference between a rail down and a clear jump. Mag-E is easy to give in the feed each day and can be made into paste form for busy competition days."

George Johnson
Show-Jumping Competitor



Dosage Information:

Starting Mag-E: Give a loading dose of Mag-E for one week at 1 scoop (15 g) in the morning and night feed for a 500 kg horse. Horses above 600 kg should be given 1 ½ scoops twice a day. **On-going daily dose:** The normal dose rate is 1 scoop (15 g) per day in the feed for a 500 kg horse. Horses under 350 kg can be given 2/3 scoop per day. Horses over 600 kg should be given 1 ½ scoops per day.

Mag-E is effective and safe when given as a regular, daily supplement to help long-term management of anxiety and nervousness in all horses. Many horses only need Mag-E to support focused, steady behaviour during new experiences, stressful training and busy competitions.

Before Competition: Four days before competition or a new experience, begin or continue Mag-E dosage at double the normal dose rate (1 scoop morning and night for a 500 kg horse). On competition day, offer 2-3 scoops of Mag-E in the morning feed approximately 2-3 hours before the first event.

Mag-E Paste: If preferred, Mag-E can be given as an effective and economical paste before competition. Make an oral paste using 2-3 scoops of Mag-E with 20 ml of water and 20 ml of oil for a long-lasting calming action.