Ideally, structure-rich and concentrated horse feed covers all nutrient needs related to performance and health maintenance. Proportions and formulation of the individual nutrients such as crude fibre, carbohydrates, proteins, minerals, trace elements and vitamins are crucial to the optimization of the complex digestive processes that take place within each intestinal section.

In horses, the colon, with a capacity of 120 litres, is by far the largest intestinal section. Therefore, a well-balanced enteric flora and the microbial digestive processes in the colon are key to a horse’s health and performance. This knowledge as well as the most recent nutrition-physiological results form the basis for the development of Brandon.

In the early stages, domestication, accomplished approximately 6000 years ago by nomadic pastoral tribes, hardly influenced the equine diet. Grass was the main nutritional source and horses were exposed to the seasonal fluctuations of their natural food supply. Feeding patterns did not change until horses were subjected to a more intensive utilization during the 2nd millennium BC. Grass and roughage no longer met the increased energy requirements. The intake of relatively voluminous rations was lengthy, limited the availability of the animal and led to a decreased willingness to perform.

Energy-rich, concentrated and storable feed, such as grain, was therefore introduced. But this also led to new problems: the Romans were already familiar with the risk of feed-induced laminitis.

Then, as now, the biggest challenge was to adapt the composition of feed rations to performance and stabling demands on the one hand, and the horse’s natural needs on the other hand.

Brandon – a synergy between old and new knowledge

Schematic presentation of the equine gastrointestinal tract: the colon, with a capacity of 120 litres, is by far the largest intestinal section.
Brandon – the horse feed with the low glycaemic index

Brandon is the result of a new and to date unique feed concept. It is a nutritionally complete and tasty horse feed with low allergenic potential. It is fully vitaminized and mineralized.

This feed has been clinically tested and is suitable for horses presenting a variety of needs regarding the composition of their feed rations. Thanks to its low glycaemic index*, Brandon is also appropriate for horses requiring feed containing only small quantities of easily digestible energy.

Brandon is a nutritionally complete and grain-free horse feed with low allergenic potential.

The main constituent is high grade alfalfa from the Champagne region. Special growing conditions and processing methods contribute to maintaining the quality of the abundant functional fibres. Thanks to their microbial degradation in the colon, the ratio of the resulting short-chained fatty acids is positively influenced.

Brandon reduces bowel movement fluctuations and leads to a prolonged feeling of satiety and an easing of the burden on liver metabolism.

This in turn favours digestive processes in the gastrointestinal tract, reduces bowel movement fluctuations, and leads to a prolonged feeling of satiety and an easing of the burden on the intermediary liver metabolism. Further feed constituents contain, amongst other things, high-value energy and fibre sources, bioavailable mineral substances, vitamins and antioxidants. It has been proven that they positively influence the uptake of nutrients in the gut, regulate blood glucose and insulin levels, support the immune system, are antitoxic and protect mucosae.

Brandon has a regulating effect on blood glucose and insulin levels, supports the immune system, is antitoxic and protects mucosae.

Brandon – the answer to seemingly conflicting needs

Brandon is a concentrated, high value and balanced horse feed that can be dispensed dry or as a mash. Because of its unique composition, it is suited for many different fields of application. Brandon can replace the customary concentrated feed; roughage can be reduced or dropped completely as directed by the veterinarian. Brandon is available in three different varieties:

* The glycaemic index provides information regarding the amount of easily digested carbohydrates such as sugar, starch and fructan present in a foodstuff. It defines the ratio of easily digested carbohydrates of any food compared to a reference.
Brandon® plus –
Unique feed additives for fertility, performance and the immune system – sustainable, tested and recommended by your veterinarian

Exclusively available from your veterinarian
Brandon xs is the standard variant. Thanks to a special manufacturing process, most of the easily digested carbohydrates reach the colon where they are fermented, rather than being resorbed in the small intestine, as is usually the case.

Thus, the standard Brandon variety exhibits a comparatively low glycaemic index despite the fact that it contains a certain amount of grain. It is suitable

- as a complete feed for horses required to go without hay and straw due to an illness, or when hay quality is poor
- as a basic feed for horses with normal performance requirements
- as a basic feed combined with conventional concentrated feeds for horses with high performance requirements
- as a complete feed for older horses
- as a follow-up feed after Brandon xl, for horses experiencing health problems. The switch is recommended only for certain clinical symptoms, as directed by the veterinarian.

**Feeding recommendation:**

0.5 – 1.0 kg / 100 kg body weight / day

divided into at least three daily rations

Hay ad libitum

or as recommended by your veterinarian
Composition:
Alfalfa fibres grounded, oat bran, wheat bran, barley flakes (lactofermented), Palatinose (β-gluc.), sunflower seeds grounded, cracked linseed, calcium carbonate, salt, apple balsamic vinegar, vitamin- and trace element mixture

Ingredients:
Raw protein 12.00 %
Raw fibre 20.00 %
Raw ash 9.00 %
Raw fat 4.80 %
Calcium 1.20 %
Phosphorus 0.45 %
Sodium 0.30 %
Magnesium 0.26 %
Starch and sugar < 20 %

Nutritional additives per kg:
Vitamin A (E672) 10000 IE
Vitamin D3 (E671) 1100 IE
Vitamin E (alpha-tocopherole-acetate) 150 mg
Vitamin B1 10 mg
Vitamin B2 15 mg
Vitamin B6 8 mg
Vitamin B12 30 mcg
Pantothenic acid 25 mg
Choline chloride 1000 mg
Nicotinic acid 90 mg
Folic acid 4.5 mg
Biotin 400 mcg
Iron (amino acid-Fe-chelate hydrate E1) 130 mg
Zinc (amino acid-Zn-chelate hydrate E6) 150 mg
Manganese (amino acid-Mn-chelate hydrate E5) 150 mg
Copper (amino acid-Cu-chelate hydrate E4) 30 mg
Cobalt (bas. Co(II)carbonate, monohydrate E3) 1.0 mg
Selenium, organic (inactivated selenium yeast) 0.7 mg
Iodine (calcium iodate E2) 1.0 mg
Digestible raw protein 96 g / kg
Digestible energy 10.5 MJ / kg

Package:
25 kg bag
Brandon xl is the grain-free variant. By replacing grain by rice bran and rice germ, the glycaemic index is further reduced. Brandon xl is therefore particularly suitable for horses requiring a diet containing low levels of easily digestible carbohydrates due to health problems.

- as a diet feed for horses suffering from metabolic and muscular diseases such as equine metabolic syndrome (EMS), equine Cushing syndrome (ECS), pyroluria or polysaccharide storage syndrome (PSSM)
- as a diet feed for horses suffering from a digestive tract disorder such as watery stools and ulcers
- as a diet food for horses suffering from allergic diseases
- as a complete feed for horses required to go without hay and straw due to an illness, or when hay quality is poor
- as a basic feed for horses subject to normal performance requirements
- as a basic feed combined with conventional concentrated feeds for horses with high performance requirements
- as a complete feed for older horses

**Feeding recommendation:**
0.5 – 1.0 kg / 100 kg body weight / day
divided into at least three daily rations
Hay ad libitum
or as recommended by your veterinarian
Composition:
Alfalfa fibres grounded, oat bran, wheat bran grain germ, beet pulp, Palatinose (β-gluc.), sunflower seeds grounded, cracked linseed, calcium carbonate, salt, apple balsamic vinegar, vitamin- and trace element mixture

Ingredients:
- Raw protein 12.30 %
- Raw fibre 20.00 %
- Raw ash 9.00 %
- Raw fat 6.00 %
- Calcium 1.20 %
- Phosphorus 0.45 %
- Sodium 0.30 %
- Magnesium 0.26 %
- Starch and sugar < 10 %

Nutritional additives per kg:
- Vitamin A (E672) 10000 IE
- Vitamin D3 (E671) 1100 IE
- Vitamin E (alpha-tocopherole-acetate) 150 mg
- Vitamin B1 10 mg
- Vitamin B2 15 mg
- Vitamin B6 8 mg
- Vitamin B12 30 mcg
- Choline chloride 1000 mg
- Nicotinic acid 90 mg
- Folic acid 4.5 mg
- Pantothenic acid 25 mg
- Biotin 400 mcg
- Iron (amino acid-Fe-chelate hydrate E1) 130 mg
- Zinc (amino acid-Zn-chelate hydrate E6) 150 mg
- Manganese (amino acid-Mn-chelate hydrate E5) 150 mg
- Copper (amino acid-Cu-chelate hydrate E4) 30 mg
- Cobalt (bas. Co(II)carbonate, monohydrate E3) 1.0 mg
- Selenium, organic (inactivated selenium yeast) 0.7 mg
- Iodine (calcium iodate E2) 1.0 mg
- Digestible raw protein 98.4 g / kg
- Digestible energy 10.8 MJ / kg

Package:
25 kg bag
Brandon xp is an energy-rich muesli for sport horses and horses subject to intensive performance requirements. Thanks to a special processing method (lactofermentation), much of the starch present in millet becomes resistant to digestion in the small intestine (β-glucosidic linkage) and thereby stimulates the formation of energy-rich, short-chained fatty acids in the large intestine. This results in a steady energy supply lacking high blood sugar fluctuations. The insulin response is consequently more moderate than that triggered by conventional, grain-containing, concentrated feed.

Furthermore, Brandon xp contains ingredients with a high fat content as well as additional energy sources that are readily digested in the large intestine. The digestible energy value is therefore equal to 13.8 MJ/kg. Brandon xp energy muesli is suitable for:

- horses with high performance requirements
- horses in need of particularly nutritious feed
- as a follow-up feed after or a combined feed with Brandon xl, for horses experiencing health problems, when a grain-free diet is no longer indicated.

**Feeding recommendation:**
0.5 – 1.0 kg / 100 kg body weight / day
Roughage ad libitum
or as recommended by your veterinarian
**Composition:**
Millet flakes, alfalfa fibres, beet pulp, maize germs, barley flakes, Palatinose ($\beta$-gluc.), corn flakes, oil mixture (linseed-, sunflower oil) cold pressed, oilseed mixture (linseed, sunflower, black caraway), brewer’s yeast, rice germs, dried apples, wheat bran, calcium carbonate, salt, seaweed meal, apple balsamic vinegar + vitamin- and trace element mixture

**Ingredients:**
<table>
<thead>
<tr>
<th>Ingredient</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>Raw protein</td>
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<tr>
<td>Sodium</td>
<td>0.30 %</td>
</tr>
<tr>
<td>Magnesium</td>
<td>0.20 %</td>
</tr>
</tbody>
</table>

**Starch and sugar** 15.2 %

**Nutritional additives per kg:**
- Vitamin A (E672) 12000 IE
- Vitamin D3 (E671) 1300 IE
- Vitamin E (alpha-tocopherole-acetate) 200 mg
- Vitamin B1 10 mg
- Vitamin B2 12 mg
- Vitamin B6 7 mg
- Vitamin B12 30 mcg
- Pantothenic acid 20 mg
- Choline chloride 600 mg
- Nicotinic acid 50 mg
- Folic acid 4.5 mg
- Biotin 300 mcg
- Iron (amino acid-Fe-chelate hydrate E1) 150 mg
- Zinc (amino acid-Zn-chelate hydrate E6) 130 mg
- Manganese (amino acid-Mn-chelate hydrate E5) 130 mg
- Copper (amino acid-Cu-chelate hydrate E4) 35 mg
- Cobalt (bas. Co(II)carbonate, monohydrate E3) 2 mg
- Selenium, organic (inactivated selenium yeast) 0.45 mg
- Iodine (calcium iodate E2) 1 mg
- digestible raw protein 96.4 g / kg
- digestible energy 13.8 MJ / kg

**Package:**
20 kg bag
Market Placement:
Medvetico GmbH, Basel
Veterinary advice:
+41 61 701 80 33
www.medvetico.ch

Production, distribution Germany / International:
Mühle Ebert Dielheim
St. Hippolyt Mühlen
D – 69234 Dielheim
Tel +49 6222 990 155
α DE BW 2 00070

Distribution Switzerland:
St. Hippolyt AG
Futtermittelvertrieb Schweiz
Andhauserstrasse 3
CH – 8572 Berg TG
Tel +41 71 636 15 24
Reg.: Nr. CH 31015