



AGEWELL™ | Serum-Based Performance Supplement

FOR ACTIVE, MATURE HORSES AGES 10+

The style of saddle doesn't matter. Every horse needs LIFELINE®.

Support your horse's performance and health throughout training, competition and beyond with serum-based LIFELINE AgeWell. Formulated for active, mature performance horses experiencing the normal effects of aging, AgeWell helps senior horses feel their best, breathe with ease and move effortlessly.

Connecting stress and inflammation.

Performance horses regularly encounter stress associated with the normal routines of training, traveling and competing. This stress can cause the horse's immune system to trigger a cascading inflammatory response, which in turn can have an effect on:

- **Joints**—Occasional soreness from normal exercise
- **Lungs**—Breathing & lung issues related to normal exercise
- **Gut**—Digestive health and related issues of the gut

AgeWell is a potent performance supplement that works because of BioThrive™, our serum-based active ingredient that is *proven* to help ease the effects of stress in animals.

In performance horses, BioThrive™:

- Supports and maintains *normal* immune and inflammatory responses
- Helps address issues related to joint mobility, respiratory response and gut health

BioThrive™ works.

BioThrive™ is derived from bovine plasma and made through a proprietary process that preserves the biologically active proteins from the plasma. BioThrive™ works by targeting multiple systems of the body to aid in maintaining normal inflammatory responses to common stressors.



Packaging

- SKU 70240 – 14-day supply, 28 scoops (7.1 lb pail)
- SKU 70253 – 30-day supply, 60 scoops (15.2 lb pail)



AgeWell works within 14 days and has been demonstrated to be show safe at an accredited University lab. For customer testimonials, scientific research and information on where to buy, visit WatchThemThrive.com.





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Frequently Asked Questions

What is LIFELINE AgeWell?

AgeWell is a potent performance supplement for active, mature horses age 10+ that are experiencing the normal effects of aging.

How long does it take for AgeWell to begin working?

One of the most exciting things about AgeWell is how fast it works. Typically you will see a difference within 14 days.

How does AgeWell work?

AgeWell contains BioThrive™, our serum-based active ingredient that is *proven* to help ease the negative effects of stress in animals. Stress can cause your horse's immune system to trigger a cascading inflammatory response, which in turn can have a negative impact on joint, respiratory and gut health. BioThrive™ supports and maintains a normal immune system, easing negative responses from stress.

What exactly is BioThrive™?

BioThrive™ is the active key ingredient in AgeWell and is made using a proprietary process. Our process begins with natural bovine plasma. The components in plasma are similar to those found in milk and colostrum and are given to millions of animals around the world with proven beneficial effects. We separate this plasma into bovine serum. Our proprietary process allows us to preserve the biologically active proteins found in the plasma, resulting in a serum-based active ingredient containing concentrated, biologically active proteins.

How can BioThrive™ benefit my horse?

In performance horses, BioThrive™ supports and maintains a normal immune system, easing negative responses from stress. BioThrive™ works by targeting multiple systems of the body to aid in maintaining normal inflammatory response to common stressors. More than 300 studies in multiple species have been conducted to test the action of serum-based proteins. Consistent results show that anytime animals are under stress, serum-based proteins ease the effects of that stress.

Are there studies to prove BioThrive™ works?

Yes. For a full list of scientific studies on serum-based proteins visit WatchThemThrive.com and click on Stables, then click on Scientific Studies under the About tab.

My horse seems fine. Why would I need to give it AgeWell?

BioThrive™ can benefit your horse even when there are no outward signs of stress or discomfort. Many of our customers have started their horses on AgeWell when there were no obvious issues only to experience positive results they did not expect.

Is AgeWell safe for my horse?

Yes. The welfare of horses is our top priority. We have more than 300 peer-reviewed studies and published journal articles demonstrating the efficacy and safety of serum-based proteins.

Could giving AgeWell to my horse cause it to fail a drug test?

AgeWell is show safe. As part of our safety testing, we sent blood samples to an independent accredited University lab for drug testing. The blood samples were all free of substances banned by racing and showing industries.

Should I have my horse on AgeWell year-round, or only during show season?

Give BioThrive™ all year long to help your horse perform its best during competition season, and to support your horse through everyday stressors.

My horse is already on supplements. Should I keep giving them along with AgeWell?

AgeWell can safely be given alongside equine medications or supplements. For questions about specific products, please contact your veterinarian.

Is it safe for me to taste AgeWell?

AgeWell is made from natural ingredients but it is not intended for human consumption.

How do I administer AgeWell?

Give your horse 1 scoop of AgeWell two times daily. A scoop is enclosed in each pail for easy dosing.

Can I give 2 scoops of AgeWell once daily instead of 1 scoop twice daily?

Yes, you can safely administer the full dose (2 scoops) of AgeWell one time per day. If your horse is finicky, we recommend making this change gradually.

What should I do if my horse doesn't like AgeWell?

We know there are plenty of finicky horses out there. There are also plenty of horses that will eat anything! Most horses have taken AgeWell with no issues. If your horse is finicky, we recommend reducing the initial dose or spreading it out over several days until your horse is used to it.

I've never heard of LIFELINE. Is it a new company?

LIFELINE Equine performance supplements are made by APC, Inc., a third-generation, family owned company based in Iowa. APC has successfully used serum-based proteins for more than 30 years to help animals reach their full potential. Now they are applying this scientific knowledge to the equine industry. For more information, including testimonials and where to buy, visit WatchThemThrive.com.