

The Uckele Team is proud to present a fresh, new Fall campaign, "**Down the Aisle, for the Love of Horses,**" which celebrates the enriching bond people experience with their horses through every stage of their lives.



A Message from Mike Uckele

My team members talk with devoted, caring horse owners every day, and tell me they frequently hear moving stories about the passion and connection people have with their horses. I have a lot of respect for that; I have a similar passion for nutrition and good health. That's why I've committed my career to research in the science of understanding optimal health.

The new campaign we're launching this Fall celebrates the enriching bond people experience with their horses through every stage of their stories as they go "**Down the Aisle.**" My team at Uckele is here to partner with you and your horse in this journey by providing the best nutritional products on the market that will help your horse get the most out of life. I feel a personal and professional responsibility for the quality and purity of our products because my family's name has been on our products for nearly fifty years. We create products to support health and wellness at every stage of your horse's life, addressing everything from performance on every level, digestion and metabolism, to support for joints, muscles, hooves, coat and behavior.

Our team at Uckele understands that it can get frustrating trying to figure out how to feed and supplement your horses according to their individual needs. Our nutritional experts have gone the extra mile to take the guesswork out of which supplements each individual horse needs with the launch of the **U-Balance** system, which significantly simplifies and streamlines the process of choosing nutritional supplements that are the most appropriate for each individual horse. This system is preparing us for a new, leading-edge **U-Balance** product line that will be available this coming Spring, 2012, and is in the process of being formulated and manufactured as we speak.

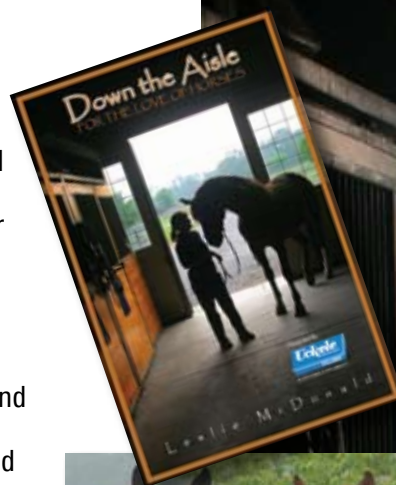
At Uckele, we know nutrition. Give us a call, we're here to help. Your passion for horses, and ours for nutrition, together the perfect combination for you and your horse's walk "**Down the Aisle**" with optimal health and vitality.

Please stay well, and as always, thank you for your trust in our ingredients, formulas and products.

Sincerely,

Mike Uckele, CEO

Down the AISLE



Uckele presents Leslie McDonald's book, "**Down the Aisle, For the Love of Horses.**"

This sensitive testimony takes you on a journey of dedication and passion through the life experience of a woman and her beloved horses as they travel "down the aisle," overcoming its inevitable difficulties and challenges together as they break through to triumphs. In many ways, Leslie's tale is similar to others who experience meaningful, lifelong relationships with their horses down the aisles of many barns, everywhere.

Leslie McDonald,
Full Cry Farm, Batavia, Ohio



Caring for your Horse with the **U-Balance** System Simplifying the Nutrition Process.

Jack Grogan, Certified Nutritionist and Uckele Chief Science Officer



The commitment to having a horse is a lifelong relationship and responsibility on so many levels, with proper nutrition ranking foremost in contributing to the soundness of your horse. However, the specific types and amounts of nutrients required can vary widely from horse to horse and fluctuates throughout each horse's various stages of life. In addition to those variables, special nutritional gradations need to be factored in for horses that display immune weaknesses, insulin resistance, joint issues, injuries, digestive concerns, and stress or behavior problems. Jack Grogan, Certified Nutritionist and Chief Science Officer for Uckele Health & Nutrition, says that nutritional factors should especially come into play when considering a pregnant mare, or a horse with Cushing's syndrome or founder.

Grogan explains, "As equine nutritional science has progressed, it has become clear that all horses can benefit by sensible use of high quality vitamin, mineral and digestive aid supplements to support the health and structure of all the body's tissues, prevent deficiencies, compensate for stresses, and support optimal health, growth and reproduction. However, to be most effective, the nutritional program must be tailored to the needs of the individual horse."

To address this need, Grogan worked with the Uckele Research and Development team to formulate a science-based system that significantly simplifies and streamlines the process of choosing nutritional supplements that are most appropriate for your horse. "Ultimately, the **U-Balance** system will lead to reduced nutritional confusion and misguidance," says Grogan, "The **U-Balance** system consists of starting with a foundation vitamin-mineral base formula that contains all the essential nutrients that are fundamental for all horses, then supplementing with specialty products to address the specific health concerns of each individual horse." Uckele's specialty formulas offer support for the immune system, metabolic function, joint health, and stress response and energy production.

Ideally, for the greatest benefit from the **U-Balance** system, your horse's mane hair will be analyzed for its mineral content. A hair mineral analysis (HMA), taken from a small sample of hair from the mane, measures the mineral content of the hair, which corresponds with the body's tissue mineral levels. It is an important laboratory tool to identify levels of toxic mineral exposure and nutrient mineral values. **Mineral imbalances can identify:**

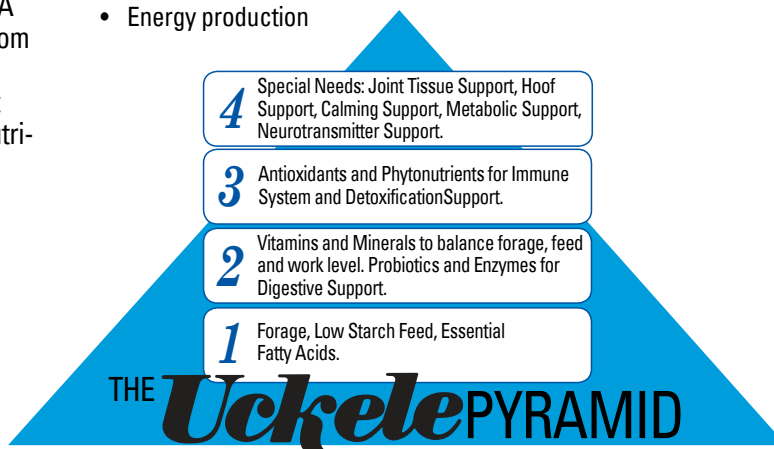
- Nutritional deficiencies, excesses and imbalances
- Stress response and recovery
- Blood sugar patterns
- Energy patterns
- Toxicity
- The speed of metabolic functions
- Oxidative stress
- Immune defense patterns

Knowing your horse's mineral patterns and their inter-relationships can direct you toward a system for improved health for your horse. The HMA, when properly interpreted, takes the guesswork out of choosing supplementation. Once the plan is in place, the Uckele team can recommend a nutritional system specifically for your horse.

We do this by taking into account your horse's specific requirements for work load, age and nutritional needs as shown in the HMA profile. The **U-Balance** system provides a guide to help our nutritional consultants select the most appropriate nutritional supplements to balance your horse's metabolism and decrease the potential for developing health issues.

For those who prefer not to get the HMA test, the **U-Balance** system offers a valuable program with a simple plan that anyone can utilize to simplify nutritional supplementation based on your observations or the knowledge of any health concerns your horse may be experiencing. One of Uckele's nutritional consultants can develop a plan specifically for your horse following this simplified program:

1. Start with a foundation of forage, feed and high quality essential fatty acids.
2. Build upon this with targeted vitamin/mineral support to balance the forage, feed and work level, along with a digestive enzyme and probiotic blend to support optimal digestion of nutrients.
3. Add antioxidants and phytonutrients to support natural detoxification and the immune system.
4. Consider special needs supplements according to your horse's special needs:
 - Immune system support
 - Metabolic function
 - Joint health
 - Stress response
 - Energy production



Look for the Uckele's U-Balance Product Line in Spring 2012!

Scheduled to launch in Spring, 2012, the **U-Balance Product Line** will take the guesswork out of deciding which supplements will deliver the most effective, specific, streamlined nutrition to your horse.

The **U-Balance Foundation** formula is a comprehensive vitamin/mineral supplement that can provide key nutrients that may be deficient or imbalanced in the horse's diet to help maintain health, vitality and reduce the potential for future health issues.

The **U-Balance Immune** formula will support healthy immune system function by specifically addressing the health of the digestive tract and reducing oxidative tissue stress.

The **U-Balance IR** formula will address healthy blood sugar support, a major factor in optimal equine health.

The **U-Balance Stress** formula will support horses that have a tendency to overreact to stressful events due to metabolisms that are over-energized and utilize more energy than is required for the magnitude of the demands that they are experiencing. These horses are difficult to calm, have a tendency to be hyper-excitable and lose focus because of the excess energy usage.

The **U-Balance Joint** formula will address tissue breakdown, which can cause lameness, stiffness and swelling, ultimately affecting your horse's cooperation and performance.

The **U-Balance Thyroid** formula will provide a different approach for supporting thyroid function that includes very significant levels of the amino acid L-Tyrosine, which is utilized in the synthesis of the thyroid and adrenal hormones in the support of healthy thyroid and adrenal function.

Staff Showcase

We'd like to introduce you to Libby Sconzo, one of our customer service representatives and coordinator for hair mineral analysis. It's very likely you've already communicated with her on the phone or by email, or if you've come into our store, you've experienced her dazzling smile in person.

A graduate of the University of Toledo in Public Relations and Marketing, Libby has been working around horses and riding for almost 20 years. She has won many year-end awards showing her horse, Simply Simon, who has won Grand Champion with having the most year-end points. Libby's goal for this year with her horse is to be Grand Champion in at least one hunter division for the circuit she shows on. She says, "I'm neck-to-neck with another rider so we will see how the next couple shows go."

What Libby likes most about working at Uckele is being able to try all the products on her horse. She says, "Members of our sales team really relate to other 'horse people.' We have a good time sharing stories in the office and with our customers." Libby's favorite Uckele product? "Almost too many to mention, I put my horse on what I call the 'Uckele Diet' after having an HMA (hair mineral analysis) done for him and he has been great. I have him on **Sport Horse Grass, Malic Acid, TSF-100, CocoSoya, Seroquine, G.U.T., and more**. He is so much more level-headed and has been wonderful in the show ring. We've had numerous compliments on how great he looks going around the ring."



The Science Behind Your Product

Development of the Flora-Coat™ Method and PTM™ Process

Until the **Flora-Coat™** method and Poly Trace Minerals or **PTM™** process were developed by Uckele, there was no practical way to guarantee bio-availability of specific nutrients in certain formulas during the manufacturing process and subsequent digestive process after ingestion.

The **Flora-Coat™** method was developed in response to the issue of applying heat sensitive probiotics to pellets in a way that would effectively bind them to the pellet without voiding them of nutritional content, while also retaining the right properties to be assimilated and utilized in the gut. First, Uckele technicians researched and identified the temperature at which probiotics could be applied and survive. It was also noted that, although Uckele uses a relatively low heat process in comparison with other manufacturers during production to preserve nutrients, these temperatures were still too high for live beneficial bacteria to survive.

The unique **Flora-Coat™** method that was developed applies living, beneficial bacterial cultures to Uckele pellets as an important final step of the pelleting process, which ensures that viable, living probiotics are made available to the horse. While other pelleting processes destroy probiotic cultures by heat and pressure that is too high for live beneficial bacterial to survive, Uckele's **Flora-Coat™** method allows for the live micro-flora to bind effectively to the pellet, thrive and be available to the horse at the time of feeding.

The Uckele **PTM™** process provides higher nutrient bioavailability by combining important minerals such as Copper, Zinc and Manganese with complex carbohydrates to form a stable Polysaccharide Complex. A cold processing method was selected because no heat is required to bind a polysaccharide carrier to a mineral, which would compromise its nutritional value. This method improves trace mineral bio-availability by reducing unwanted mineral interactions in the digestive tract until it is released at the site of absorption. The **PTM™** process enhances bioavailability and absorption and allows for less interference from antagonistic nutrients and compounds such as Sulfates, Iron, Molybdenum and fiber. Other benefits of the **PTM™** process include the potential for reduced basic feeding levels while maintaining optimum nutrient uptake, as well as a reduction in the breakdown of vitamins in feed and premixes.

Testimonial

I've fed Uckele supplements my entire professional career. I know my horses are getting what it says on the label, and I'm seeing the results. I also feed Uckele supplements because I know they work; I have a barn full of empirical evidence! I think that too many supplement manufacturers rely on advertising to sell their products. I prefer to count on science, and that's what Uckele counts on, too. I refer all my clients to Uckele for their horse's nutritional needs, and none have been disappointed.

- Lauren Sprieser, Spriersersporthorse.com

If you like Uckele products for your dog and horse, did you know we make products for you, too?

Some of us are guilty of treating our animals better than we treat ourselves. If you've seen our products work for your animals, you know they're going to work for you, too! You can improve your energy, stamina and productivity. Uckele's product line provides full spectrum formulas designed for weight management, physical fitness, brain function, joint, digestive and cardiovascular health. Go to www.UckeleNutrition.com



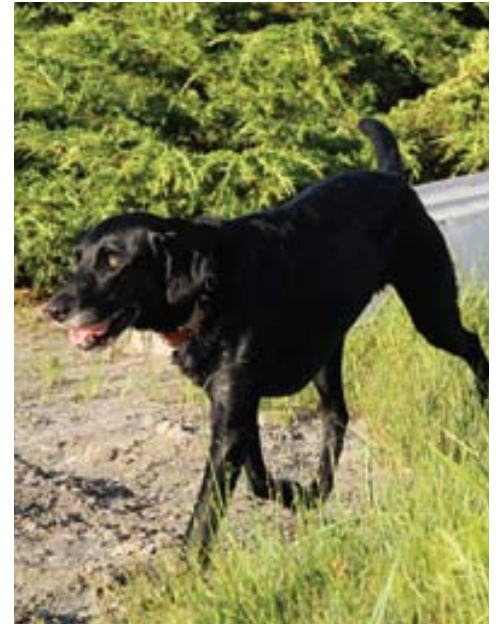
Supporting Your Dog's Health Canine Nutrition

There is no question that pets are becoming more a part of our families than ever, and it's not uncommon for us to take as good care of our pets as we do ourselves. Therefore, as stewards responsible for our pet's health and wellbeing throughout their lifetimes, it only makes sense that we apply our awareness of health issues and trends to our companion animals. Moreover, pets are living longer, and we want to do everything possible to keep them healthy and vital for as long as possible. As a result, as we humans adopt healthier eating habits and use supplements to support our health, we want to offer the same health benefits to our pets. Jack Grogan, Chief Science Officer for Uckele Health & Nutrition, has been developing nutritional formulas for many years, and strongly believes that a vitamin/mineral supplement should be a basic staple for puppyhood through Senior citizen, and additional supplementation can be added as needed for nutritional support.

Grogan explains, "People start thinking, if supplementing with vitamins is good for me, why not for my animals? Vets are beginning to understand and validate this thinking, as well. I recommend giving a vitamin/mineral to provide key nutrients that are deficient or imbalanced in your dog's diet to help maintain health and vitality and to help reduce the prospect of future health issues. From there, you can supplement with specialty formulas to focus on immune defense, joint issues, behavior and calming, digestive support, mineral imbalances, stress response and recovery and blood sugar management."

"Consumers are looking for preventive health care products not only to help ensure their pet feel better, but to help make them a better family member – one that isn't constantly barking, scratching or hyper-active," Grogan continues, "They are seeking quality and safety in their pet products and formulas that work." The good news is that the Uckele team has been carefully creating nutritional formulas that your dogs will beg for, with pure, high-quality ingredients you've come to expect from our other products.

- **Good Dawg Daily™** is a multi-vitamin and mineral foundation formula for your dog's overall, daily wellbeing with digestive aids to help support efficient food digestion and nutrient absorption.
- **Good Dawg Allergy™** provides immune system support for dogs with immune response challenges.
- **Good Dawg Breath Fresh™** addresses factors in the gut, mouth and metabolism that can contribute to "doggie breath," which can signal more serious health consequences in the future if not corrected.
- **Good Dawg Calm™** can help support calmness and normal balanced behavior.
- **Good Dawg Digest™** provides digestive aids, which is key to maintaining health by helping the body efficiently digest food and absorb nutrients.
- **Good Dawg Joint™** addresses joint and bone health, which is important for dogs of all ages and activity levels. The key ingredients in this support supplement can have a positive impact on joint health to help promote comfortable joint movement.
- **Good Dawg Joint Plus™** provides a more potent, complex joint formula with key ingredients for higher impact on joint health and to help support comfortable joint movement.
- **Good Dawg Metabolic™** supplies balanced nutritional support for healthy sugar metabolism, and supports the liver, pancreas, brain and adrenal functions.
- **Good Dawg Omega Oil™** is a unique Omega-3 fatty acid blend to support healthy skin and coat.
- **Good Dawg Omega Coat™** tablet is a fatty acid combination with emphasis on the highly health-protective, beneficial Omega 3 and 9 fats, which support healthy glandular and metabolic function to aid in optimal coat health.



Look for the NASC quality seal on all Uckele animal products. Companies that display the seal undergo a rigorous site inspection and an independent quality audit. NASC members show that they label products properly and consistently. NASC also requires a review of the product ingredients and random testing of finished goods to ensure that they meet label claims. Bill Bookout, president of the council, says, "Pet owners can look for the NASC Quality Seal on the product, which means it meets the highest level of industry standards for quality and vigilance."

UPCOMING TRADESHOWS

- **The All American Quarter Horse Congress**
October 11 – 30th, 2011
Ohio State Fairgrounds,
Columbus, OH
Annex Building, Booth #1226
- **Equine Affaire®**
November 10 – 13th, 2011
Eastern States Exposition,
W. Springfield, MA
Better Living Center, Booth #432

UCKELE AWARDS & RECOGNITIONS:

2011 Michigan Small Business Person of the Year

2011 Inc. 500/5000 List

2010 Inc. 500/5000 List

2009 Inc. 500/5000 List

**2009 Better Business Bureau Torch Award
for Marketplace Ethics, NWO**

2008 Winner of the Entrepreneurial Excellence Award

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Contact Mary K. Isley, 800-248-0330, ext. 122, mary@uckele.com

Contract your own private label –

Uckele custom manufactures privately labeled products for many of the industry's largest, well-established and highly respected brands. We also take special pride in helping small, new enterprises develop successful formulas to enter the nutritional marketplace with no set minimum order requirements.