



GUARDIAN OF EQUINE HEALTH®

Sentinel®

HELPING ALL HORSES LIVE HEALTHIER LIVES

As the Guardian of Equine Health®, it's our mission to protect the well-being of all horses through superior nutrition. We have combined decades of experience with the latest research and innovative technologies to craft better ways to formulate our Sentinel® products to feed your equine companions.

We're passionate about providing customized feed programs for horses at every life stage and activity level. Through a variety of feed formulas and targeted supplements, Sentinel® delivers the best nutrition and digestive health that horses need for a healthier, happier life.

Sentinel® Horse Nutrition is Expanding — Sentinel® 3.0

The Sentinel® brand has experienced significant growth in both overall awareness and volume in recent years! To build upon this momentum, the Sentinel® brand will undergo another exciting transformation by introducing two new segments: **Performance Pellets** and **Forage Extenders**. Sentinel® segments include:

100% EXTRUDED | PERFORMANCE PELLETS | EXTRUDED TEXTURED | CARE SUPPLEMENTS | FORAGE EXTENDER

Additional highlights include:

- Continued expansion beyond extrusion
- Key Inspire® and Inspire® PEAK™ products will be rebranded to Sentinel®
- Visual identity refresh for clear communication of segments
- Incorporate learnings from consumer research
- Updated nomenclature
- Messaging that speaks to the modern horse owner
- Formula updates
 - gutWise™ Technology
- SKU rationalization

In addition to the Sentinel® expansion, we will be removing the Inspire® brand on our legacy horse feeds. We will keep these products and focus on the product name which is what our horse owners know, look for and trust.

This redesign will highlight key features and benefits that are important to today's horse owner and their evolving needs and demands.

KEY MESSAGING

MADE IN THE
USA



**SAFELY MADE IN
IONOPHORE-FREE
MANUFACTURING
FACILITIES**

VETERINARIAN
RECOMMENDED



Features & Benefits



Advanced Antioxidant Package – Vitamins and organic trace minerals offer immune support for normal health and metabolism



Nutrient Density & Release* – Extruded feed provides more nutrition by weight, potentially delivering more of what your horse needs in less feed



Easy to Chew with Healthy Rate of Intake* – Extruded feeds are light and airy facilitating easy breakdown and slower consumption to help maintain good digestive health



Omega-3 & Omega-6 Fatty Acids – Along with protein, B-vitamins and minerals support healthy skin, a shiny coat and strong joints and bones



Essential Amino Acids – Ensure that quality protein is available for continuous growth and maintenance of all tissue including bone, muscle, hoof and hair



Built-In Fiber – Fiber sources like soybean hulls, beet pulp and alfalfa meal support healthy hindgut fermentation and provide safe, natural calories



'Cool' Energy* – Sequential energy release from fat and fermentable fiber provides lower starch calories to support energy demands and digestive health



Fixed Formula Nutrition – Provides a consistent feed to your horse, bag after bag, maintaining a stable gut environment and overall digestive health



Low NSC* – A low starch and sugar diet is often recommended by veterinarians and nutritionists for horses with metabolic and digestive challenges



Prebiotics & Probiotics – Aid in maintaining stable digestive health and microbial fermentation for sustained digestibility, absorption and assimilation



Marine-Sourced Calcium – Helps support gastric pH and overall health and balance



NutriVantage® for Horses – Exclusive components to aid in nutrient availability, support a healthy gut environment and offer immune support

Formulated with **gutWise™** Technology – All 100% extruded, performance pellets, extruded textured feeds

100% EXTRUDED

Sentinel® Performance LS
Sentinel® Senior
Sentinel® Active Senior
Sentinel® Safe Start
Sentinel® Grow & Excel
Sentinel® LifeTime

EXTRUDED TEXTURED

Sentinel® Fiber Show
(formerly Sentinel® XT™ Show)
Sentinel® Fiber Pro
(formerly Sentinel® XT™ Pro)
Sentinel® Versatility®
(formerly Inspire® PEAK™ Versatility®)
Sentinel® Mare & Foal
(formerly Inspire® PEAK™ Mare & Foal)

PERFORMANCE PELLETS

Sentinel® Secure™ Pellets
(formerly Inspire® PEAK™ Secure™)
Sentinel® Senior Pellets
(formerly Inspire® Senior)
Sentinel® Peak 14 Pellets
(formerly Inspire® PEAK™ Performance 14)
Sentinel® Growth Pellets
(formerly Inspire® PEAK™ Secure™)
Sentinel® Carb-Guard® Pellets
(formerly Sentinel Care® Carb-Guard®)

FORAGE EXTENDER

Sentinel® Hay Stretcher
LARGE & SMALL PELLETS
(formerly Inspire® Hay Stretcher)
Sentinel® Ecube
(formerly Ecube Complete Horse)
Sentinel® Chopped Forage
(formerly Dynasty® Forage)

Care SUPPLEMENTS

Sentinel Care® Gastric Support
Sentinel Care® Omegatin®
Sentinel Care® Simply Lite
(formerly Sentinel® Simply Lite)
Sentinel Care® Topline 30
Sentinel Care® Min-A-Vite Lite™
(formerly Inspire® Min-A-Vite Lite™)
Sentinel Care® Hoof Support
Sentinel Care® Immune Support
(formerly Sentinel® Care® BrightLife®)
Sentinel Care® MultiSentials™ 1:1
Sentinel Care® MultiSentials™ 2:1

Changes & Discontinuations

The following adjustments to products will be made.

We will streamline our legacy horse feed products by removing the Inspire® and Inspire® PEAK™ brands and focusing on the names that customers know and look for. This change will affect: Inspire® Strider®, Inspire® Trotter®, Inspire® Marathon®, Inspire® Rider®, Inspire® Pacer®, Inspire® Charger®, Inspire® Actify®, Inspire® PEAK™ Performance 12 & 14 Textured and Inspire® PEAK™ Racer™.

Sentinel® XT™ Grow will be discontinued due to extremely low sales. Recommend Sentinel® Safe Start, Sentinel® Mare & Foal or Sentinel® Growth Pellets. Discontinued date to be announced in early 2026.

Sentinel Care® Carb-Guard® will transition to Sentinel® Carb-Guard®. It will move out of the Care Supplement segment since it is a feed and not a supplement. The Sentinel Care® products will include supplement-type products with low inclusion feeding rates.

Inspire® PEAK™ Performance AMP™ will be discontinued due to extremely low sales. Recommend Sentinel® Performance LS or Sentinel® Fiber Show. Discontinued date to be announced in early 2026.

Sentinel® Simply Lite is moving to the Sentinel Care® line. It has a low inclusion feeding rate and better aligns with the Care supplements. This bag will transition from 50 pounds to 40 pounds. The feeding rate is typically one to two pounds per day for maintenance and this will be a 20 to 40 day supply for one horse.

Inspire® Sport® will be discontinued. Both Inspire® Sport® and Inspire® Strider® have similar nutritional profiles. Fat levels will be increased in Inspire® Strider®.

Inspire® Pride™ has been discontinued. Depending on the individual horse, please work with your Territory Sales Manager for specific alternative products. Options include: Inspire® Trotter® (high-fiber complete feed), Inspire® Hay Stretcher (high-fiber forage extender – not a grain replacement) and Sentinel® Senior (high-fiber complete feed).

Inspire® PEAK™ Performance 12 Textured and **14 Textured** products will be merged into one product, with 13% protein and 8% fat, called KENT Perform 13 Textured. This change will take place in 2026 (specific date to be announced).

Packaging

All Sentinel® products will receive a fresh look including a newly updated, bolder logo. The packaging will highlight key features horse owners consider when making a purchase. Some products will have a name change to better communicate what the product is and/or who it is for. We have chosen to keep color elements and photos the same, as much as possible, to minimize confusion in the retail environment.

To help customers identify changes on shelf, the first run of bags transitioning from Inspire® and Inspire® PEAK™ to Sentinel® will feature a sticker highlighting the change from old to new bag.

There will be a few types of stickers, including:

- New Look, Same Great Performance
- New Name & Look, Same Great Performance
- New Name & Look, Formulated with gutWise® Technology



Timing

The changes outlined above will take place over the next several months and will be rolled out in phases. We will be introducing our new packaging on a product flowthrough basis that will allow us to work through existing bag inventories. You will begin to see new packaging introduced into the marketplace starting as early as December 2025 with a new look for Sentinel Care® Topline 30. We will update progress in our monthly Dealer Update email communication, in addition to providing additional transitional materials in the near future. Along with materials, there will be product training webinars in early January 2026. Given the breadth of our product and packaging updates and the expansion of the Sentinel® brand, we truly believe horse owners will want to give us a try and once they do, we know they'll become satisfied customers.

Marketing Materials & Communication

Consumer communications for the expanded Sentinel® line will begin in December, with a sneak peek launching at our fall trade shows. Shortly after in early 2026, in-store materials—including display kits, counter and shelf signage, and consumer literature—will support awareness and education at retail. Updated resources like the product guide, refreshed equine brochure and training videos will be available to equip teams and inform customers.

To continue building momentum and drive awareness and consideration among consumers, a new advertising campaign featuring refreshed creative will launch in early spring 2026. This campaign will be supported by paid media, helping us reach new audiences, reinforce brand positioning, and ensure the Sentinel® refresh makes a strong impact in the market.



"My older gelding is an EXTREMELY picky eater and he loves the feed. I also love having peace of mind knowing that the likelihood of choke is next to nothing with the extruded feed."

- PERFORMANCE LS
CUSTOMER



ALL
NEW
LOOK

