



VISIBILITY
INTEGRITY
PERFORMANCE



Keep Kalm

- For calmness, wellbeing and concentration, plus aids learning
- The only Casein based calmer available through mainstream retailers
- Results visible from 5 days

Keep Kalm represents the next generation of calmer supplements. Its V.I.P.® formula of natural casein and chelated magnesium supports concentration and wellbeing.

Casein is a natural milk protein that promotes relaxation to aid calmness in young milk-fed animals, such as foals. It has beneficial effects on both adult and young horses undergoing stressful situations. Magnesium is an essential nutrient with many roles including regulation of the nervous system. Low magnesium levels may be caused by a lack in grazing or be due to a horse's metabolism. Keep Kalm is highly bioavailable for fast absorption and rapid effect.

Benefits of Keep Kalm:

- **UNIQUE BLEND OF CASEIN** - Natural milk protein that promotes relaxation to aid calmness. It may also aid learning when fed in conjunction with appropriate training.
- **CHELATED MAGNESIUM** - Supports calmness and nervous system function.
- **FAST ACTING** - Results visible from 5 days.
- **VET APPROVED.**
- **HIGHLY PALATABLE.**

The lifestyle of modern horses can predispose them to stress. Keep Kalm is ideal to be fed on a regular basis to horses or ponies that display symptoms such as nervousness, excitability, apprehension and irritability to help maintain calmness, wellbeing and concentration.



Complete stress relief



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Keep Kalm

All V.I.P.® products are formulated using our three core principles:

VISIBILITY

Your horse will be more calm, relaxed and focused. Improved concentration and calmness will aid wellbeing and performance. Results will be visible from 5 days.

INTEGRITY

Unique and innovatively blended bioavailable V.I.P.® formulation of natural casein and chelated magnesium for their recognised rapid and prolonged effect. Casein is a natural milk protein that has recognised calmative properties and chelated magnesium is well known to be highly effective. Vet developed and approved.

PERFORMANCE

Improved wellbeing for your horse. Reducing stress will make your horse happier, be less likely to develop behavioural problems and vices and be able to perform to the best of their ability. Feed Keep Kalm and carry on enjoying your more relaxed horse.

Directions for use:

- Horses up to 500kg: Feed 25g per day
- Horses over 500kg: Feed 30g per day
- Ponies up to 300kg: Feed 20g per day
- For faster results apply a loading rate of double the amount per day for 5 days



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