



ESSENTIAL FEEDS

Expert Guidance. Innovative Products. Superior Results.

Cattle Feed & Supplements



Belly Down

Belly Down Your Animal!

1. Puts depth of body in your animal
2. Stays in their system longer than beet pulp
3. Increases fullness to their rear flank – both high and low
4. Feed of choice for extra fill without weight gain at the show
5. Can be used to slow down or hold your animal



X-Pand-O

Provides increased shape and a full gut appearance

1. Produces an Expanded Look
2. Maintains a Full gut with growth
3. Keeps a fresh look to your animal



Optamator

Pelleted Optaflexx Product

Feed supplement that enables an animal's natural metabolism to more efficiently convert feed energy to lean muscle

1. Most concentrated Optaflexx product on the market
2. Cattle will handle with more muscle expression
3. Improves live weight gain and feed efficiency
4. When fed at the recommended 20 days, cattle showed an improvement in carcass weight gain of 24 to 33 lb

*Ractopamine Hydrochloride....3440 g/ton
Omega 3 Fatty Acids..... 10,250 mg/lb*



Composure

Calming Supplement for Cattle, Sheep, Goats or Pigs

Available in liquid and paste form!

1. Stimulates the production of a hormone that helps start the sleep cycle, thus making them relax.
2. Thiamine helps as a natural "tranquilizer". It will help your animal overcome any anxiety it has from showing or moving.
3. High concentrations of readily absorbable magnesium has a calming effect on the nervous systems.



Stroll'n

Joint, Hoof, and Ligament Supplement

Stroll'n is a combination of Equex, Pos-A-Trac and a hoof product all rolled into one. It has Glucosamine, MSM, and Shark Cartilage for increased joint lubrication, therapeutic doses of vitamins and chelated minerals for muscle health and lethicin and biotin to prevent hoof cracking.



Sasquatch

Melatonin Supplement

Supplement Facts

Serving Size 1 ml (1/5 tsp)

Melatonin.....3 mg
Biotin.....1/2 mg



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Proven Cattle Feeds

Essential Cattle Feeds are designed to provide the best possible development of the muscle and structure of your animal, thus providing a Developed 3 Dimensional Look for Show Ring Appeal.

- Builds a more expressive top and loin
- Promotes a sleek and shiny hair coat
- Increase ADG - Requires less feed to achieve high gains
- Lays in a more uniform finish
- Creates a smooth finish and feed with more internal dimension
- Maintain a fresher, wider look



Essential Beef Show Grower Textured

Complete textured feed formulated to maximize muscle development for calves weighing less than 900 lbs. *Designed to be fed at 1% to 2 1/2% of body weight with four to five lbs of good quality hay.*
Medicated with Rumensin

Guaranteed Analysis

Crude Protein, min.....	12.80%	Phosphorus, min.....	0.40%
Crude Fat, min.....	4.00%	Salt, min.....	0.50% max.....0.80%
Crude Fiber, max.....	13.00%	Vitamin A, min.....	5,500 IU/lb
Calcium, min.....	0.65% max.....0.80%	Vitamin E, min.....	50 IU/lb



Essential Beef Show Developer

Complete textured feed formulated to maximize muscle development with high fiber for increased body and rib. *Designed to be fed at 1% to 2 1/2% of body weight with four to five lbs of good quality hay.*
Medicated with Rumensin

Guaranteed Analysis

Crude Protein, min.....	13.00%	Phosphorus, min.....	0.35%
Crude Fat, min.....	5.00%	Salt, min.....	0.50% max.....0.80%
Crude Fiber, max.....	20.00%	Vitamin A, min.....	5,500 IU/lb
Calcium, min.....	0.80% max.....1.30%	Vitamin E, min.....	50 IU/lb



Essential Beef Show Finisher R-24

Complete textured finishing feed formulated to maximize muscle development in cattle 900 lbs and up. *Designed to be fed at 2% to 2.5% of body weight with four to five lbs. of good quality hay.*
Medicated with Rumensin

Guaranteed Analysis

Crude Protein, min.....	12.00%	Phosphorus, min.....	0.39%
Crude Fat, min.....	5.00%	Salt, min.....	0.50% max.....0.80%
Crude Fiber, max.....	12.00%	Vitamin A, min.....	5,500 IU/lb
Calcium, min.....	0.65% max.....0.80%	Vitamin E, min.....	50 IU/lb



Essential 3812 Show Feed

Complete textured finishing feed that provides a steady, user friendly feeding. It is lower in nutrient density and contains probiotics to prevent the cattle from going off feed. *Designed to be fed at 1% to 2 1/2% of body weight with four to five lbs of good quality hay.*

Medicated with Rumensin (24g/ton)

Guaranteed Analysis

Crude Protein, min.....	12.00%	Phosphorus, min.....	0.30%
Crude Fat, min.....	6.00%	Salt, min.....	0.30% max.....1.20%
Crude Fiber, max.....	10.50%	Potassium, min.....	0.65%
Calcium, min.....	0.65% max.....1.10%	Vitamin A, min.....	5,000 IU/lb

Cattle Additives

Whether you need more muscle, fill, bloom or more pop at show time, Essential's Cattle Additives provide you with the customizability to help get you into the winner's circle.



Cool-Bloom™ 44

Multi-Species Muscle Enhancer

1. Increases Lean Muscle
2. Lowers Body Temperature - Uses Seaweed
3. Improves Skin and Hair Quality
4. Enhances Digestion
5. Increases Feed Consumption
6. Increases Muscle Size

44% Protein & 7.5% Fat

Contains Rice Bran, Seaweed, Egg, and Milk Products



MAAC Rep Gel Capsule

Rep Gel Capsule helps prevent joints from popping from increased freedom of motion. It will also improve muscle function from Chelated Magnesium and Potassium.

Improved Reproduction Functions:

- * Stimulates production of reproductive hormones
- * Increases overall milk production

Recipient Cow or Breed Cattle

1. Increases the Conception Rate at Breeding
2. Uterus is more Receptive to the Embryo

Donor Cow

1. Increases the Number of Embryos Produced per Flush



Beef Designer

Top dress Muscle Developer that contains Flax, Canola, & Albion Chelated Minerals

1. Increased Average Daily Gain
2. Improved Feed Efficiency
3. Increased Intramuscular (Marble) Fat
4. Increased Rib Eye Size
5. Increases Loin Eye Size
6. Lower Extra-Muscular (Outside) Fat Cover

21% Protein, 14% Fat, 12% Fiber



Revive

Muscle Expression through muscle hydration

Freshens the top and improves muscle expression and uses electrolytes to protect against stress and keeps your project hydrated and healthy.



Relax Fit

All-Natural Calm

Essential Relax Fit uses a variety of natural calming agents in high concentrations to provide your animal with a lasting calm (No withdrawal needed).

Easy to feed pellet



Express O

A Concentrated Muscle Builder for All Species

1. Puts muscle on the top, hind quarters, and opens the chest
2. Does NOT create structural damage
3. Can add a slight increase in weight gain.
4. Antioxidants to promote healthy muscle growth



Soft Silk

Increase Cover and Improve Hair Shine

High levels and Omega 3 Fatty Acids mixed with the natural antioxidant Vitamin E

99% Fat



Glisten

Cleans the animal and puts a shine on the Coat.

(Does NOT contain oil)

Application

Spray on the hair and blow or rub in. (provides bulk & thickness to the hair)

Cattle Minerals

Conventional inorganic minerals are not "keeping up" with genetic progress being made in today's beef operations.

Patented Amino Acid Chelates (AAC) has the proven bioavailability necessary to distribute critical minerals directly to the targeted tissues. When Compared to conventional inorganic mineral salts currently used in cattle minerals, AAC were 1.8 to 5.8 times more bioavailability than inorganic minerals.



Essential Breeder Pac

Donor Cow

1. Increases the Number of Embryos Produced per Flush

Recipient Cow or Breed Cattle

1. Increases the Conception Rate at Breeding
2. Uterus is more Receptive to the Embryo

Guaranteed Analysis

Calcium, min.....	0.30%
Calcium, max.....	0.43%
Phosphorus, min.....	0.35%
Magnesium, min.....	6.25%
Potassium, min.....	4.25%
Zinc, min.....	6550 ppm
Vitamin A, min.....	400,000 IU/lb
Vitamin D ₃ , min.....	85,000 IU/lb
Vitamin E, min.....	400 IU/lb

To be fed from 30 days prior to
21 days after breeding



Essential AAC 2:1 Mineral

Mineral should be fed through breeding and gestating periods (contains the highest available concentrations of the organic AAC minerals).

Guaranteed Analysis

Calcium, min.....	15.00%	
Calcium, max.....	16.00%	
Phosphorus, min.....	7.00%	
Salt, min.....	16.85% max.....	17.35%
Selenium, min.....	49 ppm	
Vitamin A, min.....	450,000 IU/lb	
Vitamin D ₃ , min.....	51,000 IU/lb	
Vitamin E, min.....	365 IU/lb	

Other Minerals Available:

Wheat Pasture Minerals
Range Minerals

Hi-Mag Minerals
Protein Minerals



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