

£5 OFF

*Offer valid until 31/10/09

Get £5 off Blue Chip Original, Pro, Lami-light, Dynamic, Karma & Joint RLF to get you started on the Blue Chip Challenge.

Name Telephone
Email address
Address
..... Postcode

This voucher is valid for purchases of 20kg sacks of Blue Chip Original, Blue Chip Pro, Blue Chip Dynamic, 15kg sacks of Blue Chip Lami-light, 1L bottles of Blue Chip Karma and Blue Chip Joint RLF and is only valid if completed in full. One voucher per purchase. One voucher per person. Vouchers not valid in conjunction with any other offer. See www.bluechipchallenge.com for money back terms & conditions. Redeemable from tack and feed stores nationwide. TO THE RETAILER: This voucher is only valid if completed in full and is redeemable UNTIL 31/11/09 through Blue Chip Feed Ltd 504 Ecclesall Road, Sheffield, S11 8PY. 0114 266 6200. Thank you for accepting this voucher.



How to take the Blue Chip Challenge:

- 1) Buy one of the Blue Chip products using the £5 voucher above in your local store, or at www.bluechipfeed.com with the **£5 online voucher code: BCC433**
- 2) If you have not already registered, register* that you are taking The Challenge by calling 020 7819 4277 or at www.BlueChipChallenge.com
- 3) Take the 40 day challenge by filling in the feed diary* below every day. The feed diary has a space for a general comment each day and 5 columns - A, B, C, D & E - You need to put a score from 1-10 each day in these columns. What you need to score for each separate product is outlined below. In every case 1 is terrible and 10 is excellent. For example; if your horse is dramatically overweight or dramatically underweight the score would be 1 and if they were their correct weight the score would be 10.

Original

- A) Coat & Skin Health
- B) Topline
- C) Condition
- D) Health & Wellbeing
- E) Digestive Health

Pro

- A) Muscle Tone
- B) Fitness & Recovery Rates
- C) Coat & Skin Health
- D) Health & Wellbeing
- E) Digestive Health

Lami-light

- A) Coat, Skin & Hooves
- B) Weight & Condition
- C) Weight Bearing & Stance
- D) Health & Wellbeing
- E) Digestive Health

Joint RLF

- A) Inflammation (reduction)
- B) Mobility
- C) Soundness
- D) Overall Performance
- E) n/a

Dynamic

- A) Stiffness
- B) Performance
- C) Mobility
- D) n/a
- E) n/a

Karma

- A) Temperament
- B) Performance Under Stress
- C) Concentration
- D) n/a
- E) n/a

- 4) At the end of the 40 days send your feed diary back and comments to The Blue Chip Challenge. 504 Ecclesall Road, Sheffield S11 8PY or bluechipfeed@gmail.com If your comments are published on our website you will get:

- A voucher for **£8 off your next purchase**
- A **FREE Blue Chip baseball cap**
- Entry into a prize draw to **WIN a year's supply of any Blue Chip product**

*If you do not register that you are taking the Blue Chip Challenge and if you do not complete the food diary every day then you will not be eligible to get your money back or be entered into the prize draw for 1 year's supply of any Blue Chip product. See www.bluechipchallenge.com for full terms and conditions.

