

# This is how you treat a lady.

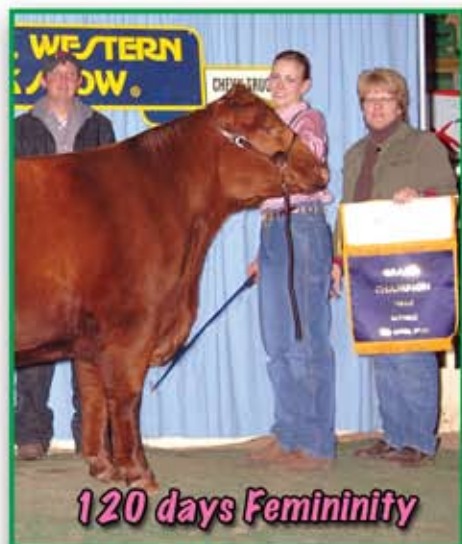
Just over 6 months ago, Oxy-Gen® introduced Femininity™, the first performance supplement designed just for heifers and breeding cows, and the results are sending shockwaves through the cattle industry! Femininity™ is designed to enhance the feminine qualities in your female cattle, and delivers a more narrow front-end, a clean neckline, and the strong, triangular conformation that you know the judges are looking for. Femininity was developed by Dr. Jack McEowen, Ph.D. and Ken Savell, a man well known and respected throughout the cattle industry. Dr. Jack and Ken were contacted by the Johnson family and Genetic Solutions of Cushing, Iowa, who wanted to give their Red Angus heifers a more feminine build, better necklines, and a more triangular, wedge shaped conformation.

After a few short months on Femininity™, here are their results for last year's show season:

**Grand Champion Female NAILE, Louisville**  
**Grand Champion Female, National Red Angus Show, Des Moines**  
**Grand Champion Female, National Western Stock Show, Denver**  
**Grand Champion Female, Fort Worth Livestock Show and Rodeo**  
**Reserve Grand Champion Female, Fort Worth Livestock Show and Rodeo**  
**Grand Champion Female, Houston Livestock Show and Rodeo**

(did not show in San Antonio)

**A CLEAN SWEEP!**



"If you feed a heifer a supplement that is designed for steers, don't be surprised if the heifer becomes "stubby" and difficult to breed. Most developer rations for heifers are re-worked steer rations, and do not meet the standards required for success in the majors. This formula builds heifers with a superior feminine conformation that makes them easy to breed. For example, the Johnson heifer that won the Houston show calved with a beautiful bull calf while AT THE SHOW, cleaned nicely, and then won the Championship the very next day! Femininity™ is designed for FEMALES ONLY, and delivers Champion results safely, naturally, and without dangerous drugs."

*Dr. Jack*  
Dr. Jack McEowen, Ph.D.

**Femininity™**  
and  
**Femininity HP™**  
Now with Hair Promoters!

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1 888 625 5073

Call Ken Savell 1 972 842 2355

OXY-GEN

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