



A CUSTOMER FEEDBACK EVENT

FORT WORTH

January 25th - 27th & February 5th - 7th • Sullivan Supply Booth (Barn 3)

SAN ANTONIO

February 11th - 14th 🙎 February 18th - 21st • Sullivan Supply Trailer

HOUSTON

Dates To Be Announced

Best New Product Idea wins \$1,000 Shopping Spree

New Flare Hoodie or BLAQ Hoodie for Top 25% Ideas

Prizes for All Ideas

This year in Denver & Fort Worth, we will be hosting Sullivan Supply's Customer Innovation Days, a fun and educational event where we can learn from each other. Days committed to our customers and input they can provide to help make our products better. Stop by the Sullivan Supply trailer in both Denver and Fort Worth and chat with our knowledgeable product specialists about product improvement and suggestions for new product development.



GAME CHANGER AMPLIFYING SHOW DAY HAIR

• Ultra-Lite & Fast Drying • No Greasy Residue • Long Lasting Volume

Give your show day hair the lift and volume it needs to stand out with Sullivan's Game Changer. This mixture of all-natural ingredients creates an amplified show day hair like no other. Ready to use show day spray also works great for pre-show clipping to help the hair pop for a smooth cut. Not only does it penetrate deep, forcing the hair to stand at attention, but it also gives a deeper, more amplified look to the hair while also adding shine without any oil residue that weighs the hair down. Simply spray Sullivan's Game Changer on clean, dry hair. Comb in and go. Multiple applications can be applied throughout the day. For extra volume, blow in for 5 minutes after using the product.

Use the **BEST** for **LESS!**



Large Economical Size

Easy Application Process Industry Leading Vibrant Color Dominant & Cost Effective Coverage

Also Available in Single Calf Kit



There is no question the shine and bloom that dyeing any black steer or heifer can add. Sullivan's new BLAQ does the best job of that all while being easy on the hide.

I'm a big fan!

-Jerrod Arthur; Owner, Lucky Strike Show Cattle, Oklahoma

Express Ranches was excited to try the new BLAQ hair dye! The cost-effective 37oz bottles in the kit were great for us instead of opening all the smaller bottles. The dye covered the cattle a bright black and did not irritate the hide.

We will be using Sullivan's BLAQ from here on out!

Nathan Campbell; Sale Cattle Manager, Express Ranches, Oklahoma

Before

After

EASY • ECONOMICAL • PREMIUM

ANDIS PULSE ZR II FLARE EDITION



- Limited Edition Sullivan's Flare
- Exclusively at Sullivan Supply
- Now with removable battery for fast and easy replacment
- Heavy duty, detachable blade clipper in cordless design delivers a 3-hour run time on a 2-hour charge
- Lithium-ion power mated with powerful rotary motor for all grooming applications
- Detachable blade design offers the advantage of multiple blade options to achieve just the right cut length
- Works with all Andis UltraEdge® and CeramicEdge® blades



NEW PERFORMANCE ELECTROLYTE THAT ENHANCES MUSCLE DEFINITION.

SULLIVAN'S

RESTORE PRO

PERFORMANCE ELECTROLYTE

- Increase Fluid Intake
- Enhances Muscle Definition
- Enticing Flavor
- Faster Hydration
- Aids in Gut Health Prebiotic & Probiotic

Restore Pro is high energy, performance electrolyte that replenishes the hydration of the animal and restores depleted muscle cells making them fuller and more hydrated. With added probiotic and prebiotics Restore Pro also aids gut health in times of stress. Restore Pros appealing flavor additive increases fluid consumption resulting in the best possible fill and muscle definition. Use Restore Pro as a daily top dress to keep animal electrolytes and gut health in check. Add to animal's water weeks leading up to travel so your animal will look its best when arriving at a show. Safe for all species of livestock.



THE ONLY ELECTROLYTE ON THE MARKET WITH PROBIOTICS & PREBIOTICS FOR GUT HEALTH.



ON-DEMAND STOCK SHOW EDUCATION

ANOTHER INDUSTRY FIRST FROM SULLIVAN SUPPLY. STOCK SHOW UNIVERSITY AT YOUR FINGER TIPS.

SEASON 1 DAILY CARE SEASON 2 CLIPPING SEASON 3 FITTING SEASON 4 SHOWMANSHIP

STREAM SEASON 1 JANUARY 24

WWW.SULLIVANSUPPLY.COM





NEW FEATURES. SAME GREAT CONTENT.

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'QUICKLY SHARE CONTENT TO SOCIAL MEDIA OR VIA TEXT/EMAIL.

* EASILY SUBMIT YOUR OWN CONTENT

PLUS MANY MORE

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VITA HAIR TWO STEP HAIR PROGRAM

SULLIVAN'S

HYDRATOR NOURISHING CONDITIONER

- Replenishes Natural Oils
- Vitamins Feed the Skin & Hair
- · Proper Balance of Oils
- Light Weight & Fast Absorbing

Scientifically formulated hydrating & nourishing conditioner that uses the hair and skins natural oil make up to formulate the best replenishment of the natural oils and vitamins back into the hair to promote hide and hair health as well has hair growth and strength. We took a look at some of the oils used in todays hair care products and realized that for the high % of the oil used they were only contributing to a low % of the actual nutrition to the hair and skin so we flipped the script and found oils that provide way more nutrition per percentage used with less actual oil so it stays light.



SULLIVAN'S

VOLUMIZER NOURISHING SHAMPOO

- · Best Selling Shampoo
- New Look Same Great Product
- Add to Sullivan's Hydrator to create Sullivan's Vita Hair Two-Step Hair Program



SULLIVAN'S

360° FLUFFER

DAILY HAIR CARE BRUSH

- 945 Soft Teeth
- Promotes Hair Growth
- Hair Raising Bristles
- Also Available in 360° Regular in both 6" & 9"

The 360° Fluffer Brush is a daily hair care brush made to create a complete 360° degrees of hair lift. With its 945 soft teeth and hair raising bristles, the 360° Fluffer will easily glide through every curvature making sure no hair is left lifeless. With its soft plastic bristles, this brush also massages the hide to create circulation to promote better hair growth. The 360° Fluffer Brush is a daily care must have. Brush head is 8″.





KNOCK OUT

INSTANT STAIN REMOVER FOR ALL SPEICES

- Restore discolored spots to their natural color
- Safe, clean, easy to use, clear color and no purple mess
- All natural brightening action, no bleach, dye or stripping agent

Knock Out is a powerful stain remover that has a unique biodegradable formula. It can break through the bond on dirt, grime, feces, dust, and stains that is on the hair, wool and skin of all livestock. Simply spray Sullivan's Knock Out directly onto the stained area, brush it through, and blow out.



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SULLIVAN'S

REVIVE LITE

DAILY HIDE AND HAIR CONDITIONER

- Fresh Hydrating Natural Conditioner
- Perfect for Warmer Weather

REVIVE LITE is specifically formulated with extra light cosmetic grade oils to allow for a more refined version of our ever popular Revive. This product was created to feature the same great conditioning as Revive but with warmer weather in mind. When the hair coat & hide becomes thinner and lighter oils are preferred. With the purest of oils, the hair will not glob or stick together. It actually does the opposite creating an added lift to the hair with more separation, giving the hair a thicker look.



SULLIVAN'S

FLARE

SHOW RING SEEN

- OFFERED IN A LARGER, More economical can.
 - COMING MARCH 2020.
- Amplifies Hair Dimension & Shine without weighing the hair down.
- Works on ALL Hair Types in all temperatures.

Sullivan's Flare is a hair amplifier that adds dimension and shine without adding weight to the hair, something we felt was lacking in our industry. We have perfected this formula to work on all hair types and in all temperatures. Sullivan's Flare is the superior show day product. 100% satisfaction guaranteed. Add a little Flare to your show day hair. Directions: Apply even coat over body, comb in and blow for 5–10 minutes. Add more where it is needed. Does not need to be washed out.

REJUVENATE

SKIN NOURISHING SHAMPOO

- Non-degreasing shampoo for use on Slick Sheared Cattle, Hogs, Sheep, Goats and Horses.
- Contains Pomegranate extra for skin rejuvenation.
- Infused with Vita Skin package: Vitamin E, Vitamin B Complex, Vitamin C.

With Olive Oil, Pomegranate Extract, and the Vita Skin package, Sullivan's Rejuvenate Shampoo is a great non-degreaser shampoo designed for slick hided animals. Rejuvenate cleans while leaving key lanolin in place to preserve the wool, skin, and hide. Sullivan's Rejuvenate Shampoo is safe for everyday use, leaving the skin silky smooth without dryness or irritation. With its mild antiseptic and toning properties, Pomegranate Extract helps tighten pores and tone the skin. The Vita Skin package contains Vitamin E, the Vitamin B Complex, and Vitamin C.



SULLIVAN'S

HEALTHY HIDE LOTIONS

PERFECT FOR SLICK SHEARED STEER AND OTHER SPEICES

- Helps Condition and Sooth the Hide
- Offered in two options for different temperatures.
- Versatile product for slick sheared cattle, sheep, hogs, goats and horses.

Sullivan's Healthy Hide Lotion is for use after shearing to help condition the hide. With its ability to penetrate deep into the hide, this lotion heals skin cracks and abrasions, giving your calf a tighter, appearance.

Use Healthy Hide Heavy, during the winter months or when the temperature is below 65 degrees Fahrenheit.

Use Healthy Hide Lite, during the summer months or when the temperature is above 65 degrees Fahrenheit.









NATURAL WHITE

DYE-FREE WHITENING SHAMPOO

- All natural optical brightening shampoo with no purple stain.
- Enhances white color and cleans deep to the skin.
- Easy to Rinse Formula

Sullivan's Natural White is uniquely designed to enhance the skin, hair, and wool of all livestock leaving the animal with a lighter and brighter appearance. It is a dye-free whitening shampoo, infused with coconut oil that can be used daily, without purple staining. We recommend using Natural White with a Soap Foamer for the best coverage on the animal.



NOW AVAILABLE IN ECONOMICAL 5-GALLON JUGS

BIG SAVINGS

The wildly popular Sullivan's Vita Hair Volumizer Foaming Shampoo and the legendary Sullivan's Kleen Sheen are now offered in a more ecomomcially effecient size. Save \$25 on Vita Hair Volumizer and \$33 on Kleen Sheen when you switch to 5-gallon jugs.

COWBOYS YOU CAN COUNT ON!



"Fighting Five has proven to be one of the fastest ringworm treatments. It's hair and hide recovery is what sets the product apart from any other product on the market.

The PERFECT show animal fungus treatment!"

- James Sullivan
New Product Development, Sullivan Supply Inc.

New

SULLIVAN'S

FIGHTING FIVE

FUNGUS TREATMENT

- •For ALL Species •Faster Ringworm Elimination
- •Faster Hair & Skin Recovery

Sullivan's Fighting Five is a blend of natural oils that prevents, eliminates, and heals all types of fungus such as ringworm. The unique ability to repair the damaged skin on your animal results in faster hair or wool regrowth. Fighting Five can be used to prevent a breakout if the animal has been exposed to areas infected with fungus. It is recommended to treat equipment that has been exposed to ringworm and other fungus with Fighting Five.





SULLIVAN'S

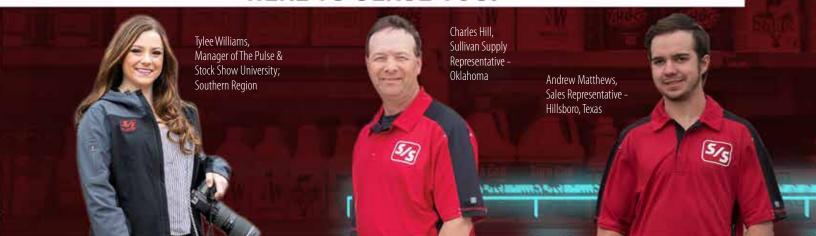
STRAIGHT UP BARS

STALL ACCESSORY

- Convenient and Easy to Use
- Keeps Animal Straight in Stalls

Convenient and easy to use, the Straight Up Bars by Amos Welding make working on your animal in the stall a breeze. While the metal bars keep your animal from moving side to side they also easily lift up and lock in place to allow more access to your animal. Each purchase come with 2 identical Straight Up Bars. Available in Black. Patent Pending. Exclusivily at Sullivan Supply and Sullivan Supply Authorize Dealers!

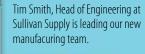
HERE TO SERVE YOU!



IVAN SHOWBOXE

BETTER QUALITY. ETTER FEATURES. BETTER DESIGNS.

NOW MANUFACTURED BY SULLIVAN SUPPLY.



SULLIVAN'S

4' & 5' DOLLY SHOWBOXES

NEW FEATURES

- New Powder Coated Steel
- Smooth, Long Lasting Welds
- High-Quality Craftsmanship



HIGHRISE SHOWBOX

- Adjustable Handle
- Whip/Halter Compartment
- Lockable Compartment Durable Hammer Tone Finish
- 52" H x 20"W x 20"D

This first of its kind show box was built specifically for Sheep, Goat and Hog showman in mind. The inside of the box contains a 3 row can and guart slide out, 3 main body compartments, 2 shelves on the door with a lockable compartment above to store documents and other valuables and lastly a compartment that can hold up to 5 whips or can be converted into a halter and collar compartment using the 4 provided spare hooks. The High Rise also comes equipped with 8" flat free tires and adjustable handle to easily move around any terrain. Black hammer tone powder coat finish.



REBEL SHOWBOX

- New
- Double Wide Can/Bottle Slide Out
- 54"Tall
- Deep Door Shelving
- Available in 4 Colors

Sullivan's REBEL Show Box is an elite, durable show box comprised of unique features and designs for the top showman. The body is built to hold everything you might need in well-organized compartments. One of the many unique features is the double wide can slide out that will hold two rows of aerosol cans or quarts in the top compartment and gallon bottles on the bottom shelf, all the while keeping them hidden and easily accessible. The REBEL is equipped with two slide out drawers that will hold up to 50 lbs. and a slide out bottom shelf for easy access. The double deep door can hold two rows of cans or one row of gallon bottles per shelf and will fit even the tallest sprayer bottles. Along with all these special features what really makes the REBEL a stand out is that it is the first of its kind to be offered in multiple specialty colors. Black Chrome will be the standard color, with Tradition Red, Electric Blue and Illusion Purple available on specially order (please allow 7-10 days before shipment).



RENEGADE SHOWBOX

- High Quality Craftsmanship
- LED Lights, 110 Volt Outlet & USB Ports
- 60" H x 30" W x 30" D
- 3 Row Pullout Shelf
 - Lockable Compartment

New

This high-end quality show box has all the bells and whistles. First of which is the charging station located in the top compartment of the main body. The lockable side door compartment allows you to keep your valuables safe while charging them, also great place to keep wallets, purses, registration papers and other valuable documents. The next feature is the LED lights throughout the center body of the box to help you find what you're looking for in poorly lit areas. This box also comes equipped with a can holder slide out for easy access to your aerosol cans and guart bottles. And a durable pullout shelf at the bottom so you won't need to strain yourself grabbing things in the back of the box. The fully loaded show box is topped off with a beautiful finished Black Hammer Tone Powder Coat to give it a sleek, sharp look. Made with the highest quality craftsmanship, the Fully Loaded Show Box will cover all your show road needs.



SULLIVAN'S SHOWBOX COVERS TWO OPTIONS: REREI OD DENIES

- Honey-Comb Padding Helps Protect From Scratches and Dents
- Fits Sullivan's Rebel & Renegade Show Boxes
- Zipper For Easy Application

Protect your box from scratches, dirt and debris. Easy to apply. Simply slide over and zip up. Rebel – Fits all 54" tall Sullivan Rebel Show Boxes. Renegade – Fits all Sullivan Renegade Show Boxes





COMPARE THE INGREDIENTS APPETITE EXPRESS 1 APPETITE EXPRESS 1

THERE IS NO PRODUCT ON THE MARKET THAT CONTAINS ALL THREE OF THESE SUPER CHARGED INGREDIENTS. WHETHER AT HOME OR ON THE ROAD, THIS IS A MUST HAVE SUPPLEMENT!

- **JOHN SULLIVAN**, FOUNDER OF SULLIVAN SUPPLY, STOCK SHOW U AND SUILLIVAN FARMS PREBIOTICS, PROBIOTICS & B12 ALL IN ONE...
THIS SUPER CHARGE FORMULA IS THE

FIRST OF ITS KIND.

PROBIOTICS that deliver 8 Billion live bacterial cultures & 8 Billion yeast cells which help replenish the good bacteria in the rumen for good gut health.

PREBIOTICS that are dietary fibers that feed the good microbes to promote beneficial health effects.

B12 that helps to boost enegry levels, which helps fight fatigue and sluggishness.



SULLIVAN'S

DIAHALT +

A faster solution for diarrhea wih Kaolin and Pectin as well as 2.5 billion CFU (colony forming units) of probiotic microorganism.

SULLIVAN'S

REPLENISH ELECTROLYTE PASTE

Higher levels of Potassium, Magnesium, and Sodium along with vital minerals for improved water consumption and retention.



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SULLIVAN SUPPLY

FEED SUPPLEMENT HEADQUARTERS



HOG WHIP HEADQUARTERS



SULLIVAN'S

HEADS UP CARBON FIBER WHIP

- Stronger Shaft
- Shorter Durable Tassels
- Soft Comfort Grip
- 4 Color Options
- Available in 36" & 39





HEADS UP WHIP

- Shorter more durable tassels
- Sleek metal hardware
- New comfort fit grip











SULLIVAN'S

BALANCE WHIP

- Lightweight , fiberglass whip with a fine nylon weave.
- Smooth rubber handle Streamline gun metal hardware
- Double reinforced shaft/tip joint for added longevity
- Medium Flexibility.





SULLIVAN'S

CLASSIC WHIP

- Great at home whip
- Replaceable Tip
- Comfort Soft Grip
- 3 Color Options
- Availabe in 36" & 39"









FRESH AND FEMININE HOG - FAST TRACK

THE SECRET TO EYE APPEALING SHOW HOGS

- Faster Working Formula Perfect for Show Hogs
- Higher Potency for Faster Results
- A Staple Product for Champion Livestock

Feminine shape and freshness throughout the front end of your show animal means ultimate success or failure in the show ring today. This is how it works ... the superior science of Fresh & Feminine features a combination of strategic vitamins, minerals, amino acids, and protein sources. This chemistry supports metabolic fat burning that targets specific areas of the body to reduce fat content, most notably in the neck and brisket area. As a result, the animal has a more feminine, attractive physique. This helps to offset the results seen from aggressive, high energy show pigs diets. Safe for market and breeding animals.



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EZ HANG FEEDERS

EASY TO USE HANGING FEEDERS

- Two Options: Pipe Fence or Wire Fence
- Durable High Grade Plastic Material

• One Gallon Capacity

Wire Panel Feeder: This new one-gallon capacity feeder is made of high-grade plastic and will fit any size of standard 4" wire panel. Designed with L slots and locking grooves, allowing the feeder to stay securely on the fence.

Pipe Fence Feeder: This new one-gallon capacity feeder is made of high grad plastic and is sure to fit any size of pipe panels vertical or horizontal. Design with spinning wheel with rubber grip, this ensures that the feeder stays secure to the fence. The feeder can and be attached to the panel at any height to accommodate prospect to market sizes.

SUGAR COAT

New

SHOW DAY WHITENING SPRAY FOR SHEEP, GOATS & HOGS

- All-Natural Whitening Spray
 Contains optical enhancers
- Designed with a proprietary blend as a dispersion coupler

Sugar Coat is a all-natural show day whitening spray, that offers a natural appearance. This all-Natural Whitening Spray Contains optical enhancers. Designed with a proprietary blend as a dispersion coupler to assist the product with fast mixing. When applied this product dries quickly with warm air. Depending on how bright you would like the animal, you may have to apply several light applications to obtain the desired look.









SULLIVAN'S

WOOL GROWER

FOR USE ON LEG WOOL

- Promotes wool growth Daily conditioner for leg wool
- Made with Tea Tree Oil, Clover Oil and Citronella Oil

This daily product is sure to be a staple in your show barn and taking your wool quality to the next level. Infused with Tea Tree oil and clover oil to promote wool growth and conditioning the wool without the added weight of a heavy oil. Adding value to the formula is the citronella assisting with the prevention of insects making it a great product for all year round.













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New

SULLIVAN'S

THERMAL BLANKET

- Made of 600D Polyester Oxford Water-repellent fabric
- Honey Comb pockets offers Thermal Technology
- Solid capped rear to keep heat from escaping.
- Fully Adjustable shoulder and belly straps

The Thermal Sheep blanket is a great construction made of 600D Polyester Oxford Water-repellent Fabric for the exterior, coupled up with a polyester inner lining. A unique Honey Comb pockets offers additional Thermal Technology – this construction creates air chambers that retain heat to insulate and shield you sheep from the cold elements. Designed with a solid capped rear to keep heat from escaping, this blanket is fully adjustable with front shoulder straps and underneath straps made of high-grade Nylon with durable and easy to use Velcro attachments. For increased longevity, the blanket is constructed with a heavy-duty nylon trim, and accented with a reflective collar. This sure to be a staple to protect from the cold weather!



SULLIVAN'S

WETHER SHIELD

INSULATED GOAT BLANKET

- Water Repellant Nylon Material
- Thermal Layer of Fleece for Added Warmth

The Wether Shield is a thermal insulated blanket made of a nylon water resistant exterior and built in inner fleece core designed to be worn by itself or underneath another blanket for traveling in the winter weather adding extra warmth. Improved sizing and tail curved inset allows the goat's tail more movement and allows for an up to date comfort fit. Equipped with an expandable spandex pleat, designed to allow ease of movement when exercising. Designed with a reflective raised collar to protect against fungus on the back of the neck, and two easy to use Velcro straps that allow for the perfect fit on any size animal. Offered in four sizes (S, M, L, XL)

TOUGH TECH MUZZLE

SHEEP & GOAT MUZZLE

- Adjustable Head Strap
- Reinforced Stitching
- Durable, Flexible Rubber Front Cap

Built Tough! These high-end muzzles are built to last. Equipped with a heavy duty, flexible rubber front cap to add to the durability of the muzzle.





SULLIVAN'S

FREE SPIRIT LEADS

GOAT LEADS

- Durable Nylon
- 11" Chain
- Spring Loaded Swivel Snaps

These fun designed 22" collars are not only cool to look at but comfortable to use. Equipped with a 11" chain.



SULLIVAN'S

EDGE SLICKER

- Slicker 6 Rows
 Over 360 angled bristles
- Teeth are 10/16 of an inch Long and are ideal for working wool

The Sullivan's Edge Slicker brush is sure to be a staple in your showbox for years to come. Now available in two different options the sensation as well as the slicker version. It has an angled head that provides more coverage on the leg of your animal. The Edge sensation comes equipped with bristles that are specifically spaced apart to allow for detangling with minimum wool pullout on lambs, and is great for working the leg hair on cattle and goats, or for use of detail work while fitting.

SULLIVAN'S

EDGE SENSATION

- 79 Plastic Ball-Tip Bristles Great for popping leg wool or hair
- Angled brush head for ease of brushing.
 Soft Hand & Thumb Comfort Grip

The Sullivan's Edge Sensation is sure to be a staple in your showbox for years to come. It has an angled head that provides more coverage on the leg of your animal. The Edge Sensation comes equipped with bristles that are specifically spaced apart to allow for detangling with minimal wool pullout on lambs, and is great for working the leg hair on cattle and goats.



ENGINEERING EXCELLENCE



