

Hi everyone! This is the AskAnnie Podcast horse girl reviews on products you use!

We feature a special guest on this episode, and I'd like to thank Amy Carey director of marketing at W. F. Young for being a part of this episode. Thank you, Amy, for joining us today can you tell us a little bit about yourself and your life prior to Absorbine? Absolutely, prior to Absorbine, I'd always grown up as a horse person, I started riding when I was 6 years old, went through school and college, got a business degree and really focused on marketing and did some really interesting things with some nonprofits and some larger organizations, nearly not as much fun and I wasn't passionate about those jobs as I always have been about horses. So, I actually had set up a google alert, believe it or not, and I thought if I ever could combine my passion for horses with my background in business and marketing that would be my dream job. That google alert popped up one day about 5 years ago and saw that there was a job available in East Long Meadow, MA and I just thought gosh that has to be Absorbine, that would be amazing. I was able to apply for the job, I was lucky enough to be considered for the position and work for Absorbine and I will say that it is the most exacting job, I absolutely love my job, they will have to drag me out kicking and screaming. I have always enjoyed what I've been doing but not nearly as much as I do with Absorbine getting to talk horses all day. That's fantastic, especially having a job in the industry, that's amazing. What does your normal day look like at Absorbine? What's fantastic is there's no such thing as a normal day for me at Absorbine. We are a fairly small company, we have about 30 people that work for Absorbine from marketing to sales and operations and finance and quality control and regulatory. So, everyone wears a lot of hats and so for me there may be one day I'm working with our product development team looking at new ingredients, new packaging, new deliver systems, or I might be working with our regulatory team to look at some language at how we position our team. Working with our creative agency on campaigns for the coming year or working at events, we do some consumer events, we do some trade shows, we have sponsored riders, sometimes we might be out on location doing photo shoots or video shoots, or it might be reading best practices. There's a lot happening in the marketing world as consumers are engaging with brands in different ways, so learning digital strategies, learning about new channels of communications. I'm always trying to drive delivering best in class experience for our produces and our brands to our consumers who we love. Its always very different which we love about my job. There are some days where I'm in the office for 9-10 hours and there are some weeks when I'm on the road. It really is different day to day and I absolutely love that, and I work with the most phenomenal team of people that really make all the wheels keep turning here. Absolutely! And of all those hats, what would you say is your favorite? What do you enjoy most about your job? I would say I enjoy really meeting with the consumers. I'm still a horse person myself, I still ride 5 days a week, I have a horse that I compete in dressage, so I live and breathe these products every day as well and I know that we don't put out any products that we don't believe in or wouldn't use ourselves. My favorite part of my job is when I get to get out to events and talk to the consumer. That may be Land Rover out in Kentucky or Equine Affair or a local horse show, I really love talking to the consumers who we really respected that this is an expensive sport, people love their horses and anytime they choose to purchase one of our products we really don't take that lightly. So, I love to get out and talk to people about what they like about our products, what they may not like about our products, what they'd like us to do differently, if they have ideas for products we could develop in the future, and just really keep connected to our consumers. Even though I'm a horse person myself I really kind of, we're out here in Massachusetts, we're northeast, we're a little English based and it's really important to get the different viewpoints of horse people. We're not all the same and I think that's what makes our sport and the passion that we share so unique, but we need to get the perspectives of people who

live in different parts of the country, who may have different seasonality, they may have different bugs, different climates for sure, different interests so I absolutely relish the time I get to spend just talking to horse people, it's the most amazing part of my job. Definitely, and it's something. That you can connect on which is really cool. As a horse owner do you have a favorite Absorbine product? I do! I love our Ultra Shield EX. We are in sort of western Massachusetts and you might think we don't have a very long fly season, but it starts early in the spring with sort of little black flies and then moves into mosquitos and then horse flies so it's a brutal season that we have and it just, to see horses have to stomp flies away or be irritated. I have a horse that just doesn't tolerate any of that, he doesn't tolerate flies, he will run, he will pace, and just not enjoy his turnout time, which is so important I think for him. So, I really enjoy being able to use the Ultra Shield EX. I can put it on him, I know it's going to keep him protected, but more importantly I know it's going to keep him comfortable and let him enjoy his down time and it's just a product that has great safety and great efficacy but as a horse owner it's just something that I can use and feel great about that protection and that comfort that I'm able to give my horse. Absolutely! We actually reviewed Ultra Shield EX in a previous episode so that's really cool that you mentioned that and that's really cool that you mentioned it! As far as the other products that other products that Absorbine, it seems that everything is constantly evolving as far as like product mixtures and formulas, you mentioned bottle shape and the nozzles I noticed in some of the products. Can you tell us about the evolution process for your products? Absolutely, it kind of goes back to what I was just talking about and talking to the consumers. So, when we had an opportunity to redesign our bottles, we originally were looking at just one bottle, we worked with a design firm out of Connecticut that actually presented us with the designs for the new UltraShield bottle and the new Showsheen bottle and we couldn't choose one so decided to have both. Then working with the firm to say how can we improve something as simple as the trigger sprayer that goes on the bottles. We were able to find this directional design, so having a vertical fan spray setting and a horizontal spray setting. It sounds like a small thing, but when we tested it in the field with consumers and used it ourselves, we all realized this is a great way to apply the product. You get a better use out of the product, you use less, the product lasts longer, you get more on the horse and less in the air. A lot of our development in our product whether it's the package or how we deliver that product, for some of our supplement products there's new ingredients. We're constantly on the lookout and working with ingredients suppliers, particular ingredient suppliers that have research that backs up the claims that their ingredients are making. So, if there is new technology, new research we are constantly on the lookout for those types of ingredients. Whether they go into a bottle good or our supplements, but really working with partners from all different industries including outside of the equine industry. We work with a lot of partners who develop health care products for humans. So we really look to some of those industries for trends and sort of key technology that we can borrow and incorporate into our products, but it really starts with talking to the consumers and seeing what's important to them, what's changing for them, what they find is missing in products that they would like to have, and then finding the right ingredients or sources or technology that we feel that we could put into our products that bear that Absorbine name that people trust so much that really add value to our products for the consumer and really enhance the experience they have with the product. So, it really has to pass muster with us first, we really expect these products to be safe, to be efficacious, but more importantly to have the research to back up the claims that we're making and then we start testing them in products and we do a lot of field testing a lot of the horses at my barn are guinea pigs and we'll use the products on them and take pictures and videos and go back and reformulate where we think it could be better. Once we've got those tweaks right, we put it into our pouts and launch it out.

We're always listening we have great internal systems for any feedback that consumers send, whether they send us a Facebook message or they send us an email or they give us a call. We log all of that and once a week we share all of those comments with the entire company so that everyone always hears from the consumer. The voice of the consumer is really central to everything we do, and a lot of great product improvements really come from listening to our consumers. That's so interesting and so reassuring also as a fellow horse owner to know that you take feedback and actually help to make your products better based on the customers experience. That's really awesome! In addition to making your current products better you also are launching some new products, especially we want to talk about Silver Honey. Can you give us a little background and overview on this innovative new product? This is a product that we're really excited about! As a horse owner and as a horse owner yourself, I'm sure you know that horses are very large creatures and not always the most delicate creatures when it comes to the situations, they put themselves in and we always have known you kind of come in you, you get your horse, you do that sort of body check and you notice a new wound, or a scab and we've not had a product in the wound care space before. For us, again, it's coming back to we generally try to stay away from "me-too" products. So, if there's a product already like it on the marketplace, we really would like to find products that have new products or new technology before we launch something in that space. So, for us, we had been looking at an ingredient called micro silver, which is made by a company called Biogate. They were using this micro silver in human wound care products and having great success. they have a long history of research, really to back the claims. We really liked silver, but we were also enamored by the incredible natural properties for wound healing that Manuka honey had. We thought, why should we make consumers choose between using a wound care product that had silver or a wound care product that had honey and decided to formulate a product that allowed us to combine both. So, it's the first ever combination of micro silver and manuka honey. What we really love about this product is that they're using the best of these powerful antimicrobials in the micro silver and the Manuka honey in a way that is powerful in killing harmful bacteria, but most importantly protecting the skins natural biofilm. So, many people are familiar that your skin whether it's your skin or your horses' skin, has this natural flora bacteria and microorganisms that naturally live on the surface of your skin and those are really critical to wound healing. A lot of the products that some of us have put on our horses before for wound healing have actually disrupted that natural microbiome on the skin. So, we think we're helping the horses, but by interrupting the natural microbiome we're actually delaying healing. We can do things like increase the inflammation or slow that tissue regeneration and so what we love about the silver and the honey it actually supports the skins natural biome. This really allows the skin to heal itself by giving it the ingredients like micro silver stays on the skin tissue and the cellular tissues to stay in place you kind of get this great depth of the antimicrobial activity of the silver. Then with the honey you've got that great environment that allows for moist wound healing. You get the debridement of that tissue without harming any of that good tissue that you need. We're really excited about the results that we've seen, we've been field testing this with a handful of veterinarians. Even with old wounds and old scabs are seeing some great healing from this product so we're really excited to finally have the ingredients and the technology and the delivery system. We have it available in a spray gel, so it sprays a little thicker, and a very thick ointment. Depending on the area you're trying to target you can kind of choose what kind of product works best for you. It also features neem so it will repel insects we know that's a huge issue with wound care in horses is that those wounds attract insects. We have that great neem in there as a natural source of insect repellent. Then, for anyone who may be concerned about honey being a little too tempting for their horses, there is a bittering agent in

there as well so we can deter any horses from licking their wounds which we know doesn't help either. Really incredible group of ingredients that deliver this powerful wound healing. So excited to have this wound care product from Absorbine! Absolutely! In some of my research in Silver Honey I saw that it was rated at a 5+ UMF. Can you explain to us the meaning of the rating and why it's so important? Absolutely! So UMF stands for Unique Manuka Factor and it's a rating of Manuka honey. So, Manuka honey comes from the Manuka tree in New Zealand so it's a very specific type of honey and this is the medical grade honey. I think that's an important distinction to be made. So, a lot of the honey that you may purchase in the store to put on toast or other things that you may consume that is not medical grade honey, which is fine for eating, but not something you necessarily want to put on wounds. So, we looked for that Unique Manuka Factor UMF so the higher the rating the higher the quality of the Manuka honey. Manuka honey itself when it's a medical grade honey is sterilized, which is really important. You want to make sure that anything you're introducing into wounds the product is sterile itself. With the UMF of 5 that is showing the Unique Manuka Factor for that grade of medical honey that we have in the product. That is so interesting, I never knew that honey was on a medical scale, that's really interesting! They're doing a lot of really neat things with honey particularly when it comes to burn and a lot of other conditions on the skin here you really need a moist environment. Sometimes we think in order for wounds to heal we want it to be dry, but we actually kind of need that proper moisture management for wounds to heal in their best state possible with the least amount of scarring, which the least amount of granulation tissue. What honey does is it kind of keeps that sterile moist environment that you need for proper wound management without allowing a lot of the microorganisms to grow, which is why we added the silver in there as well. You get the best of both worlds, but honey, in particular this medical grade of honey is fabulous ingredient. And you kind of touch on this already but it can be used in so many different types of wounds, rain rot, scratches, fungus infections, how important was it to Absorbine to create such a versatile product for horse owners? It really was key for us again we're horse owners and horse lovers ourselves so we're all familiar with that sensation when you bring your horse in from the paddock and you take a look at them and you think "huh, you've kind of got a little something going on there, I'm not really sure if it's fungal, bacterial, did he just rub himself funny?" We know those things where you just think to yourself this doesn't rise to the occasion of needing me to call my veterinarian but gosh, I want to put something on that, what do I put on there. None of us particularly in the barn environment have access to microscopes and degrees and biochemistry to understand exactly what we're dealing with, so we wanted something that really had the ability to hit that broad spectrum aspect to the product. So, if you had fungus, scratches, ringworm, flesh wounds, old wounds, if you had a new case of scratches or you're trying to heal a stubborn case of scratches and you have that scabbing and that scarring. What if you were looking at even a hotspot on your dog, we know that about 80% of us horse owners also have dogs romping around the barn, and to be able to say well they have a hot spot or they have a wound on their pad, to be able to have one product that really does it all and comes from the ability of silver and honey to be combined in these ingredients and this delivery system it gives us that really broad-spectrum activity. We really wanted that one product where people didn't have to have multiple products and have to know exactly what they were dealing with, but really to be able to say if it's fungal, bacterial, if it was more a viral issue, that we really have a product that can work across those conditions. You mentioned the ointment and the spray gel, how does a horse owner apply Silver Honey for maximum results? We like to start with looking at the wound itself. Ideally if a horse owner could rinse the wound, I feel that's important because you want to be able to debride the wound as much as possible in the gentlest way possible. It's really great if you can rinse the wound

with fresh water and then apply depending on the area that you're trying to cover, I like the spray gel particularly if I'm trying to cover a large area. So, I have a horse with a case of scratches at our barn right now and it's on his lower ankle and it's a bit of a larger area to cover, so I like the spray gel. It's targeted and it's really thick. I think a unique factor about our product is the color of the spray gel is sort of a dark amber color so you can see where you have applied the gel and because it's sort of a thicker spray gel it doesn't run so you can apply it and it stick where you put it. I like to use the spray gel if I'm covering a larger area, or an area sometimes that I couldn't reach. Particularly for the fetlock area it's great to be able to use the spray gel to apply it and then I sort of rub it in a little bit. The ointment is really good for if you have old wounds that have scabs because the ointment has a lot of really skin friendly ingredients that help soften the scabs and can really allow the ingredients to penetrate the scab and get down to the skin where it's going to do the best healing. So, I really like to start with that fresh, clean wound or if you have an old wound just rinse then applying that spray gel or ointment depending on where you're trying to cover, particularly if you have a wound around the face or sensitive area. The ointment may be better so you don't have that sensation of spraying the horse in his face or some area that may be sensitive but either product works really well just depending on what size of the wound or surface area you're trying to cover and also location of the area you're trying to treat. Absolutely and about how long would it take for a user to notice results? We've had people start to notice results depending on the type of wound, fresh wounds we know 12-24 hours they're seeing reduced reddening, you usually have that initial insult to the skin with the wound and you get that reddening and you get that swelling and so we're seeing people have really good results 12-24 hours after application and then particularly if you have old wounds w have some people, we have Dr. Stuart who had a mammoth donkey had this wound for over 2 year just on his hock wouldn't close, very chronic, really scabbed over, but kept re-opening because he wasn't able to heal it. So, he applied this to all over a 2-year-old wound for 30 days and saw a dramatic increase, finally the wound starting to close and to heal and reducing some of that scabbing. So, really immediate effects on fresh wounds or fresh cases of scratches or rain rot. If you have something that's more of a chronic issue, we are seeing people having dramatic improvement within 30 days. Its kind of takes sometimes to work through that old scaring or old scabbing. And where could a listener find Silver Honey if they're interested in more information on it? Absolutely, their local tack store or feed store or their favorite online store will all have the Silver Honey available. Some have already started to get it listed, it's a brand-new product we're just getting it out there. But it is available on some online places and some local stores, the best bet is to check with wherever you shop for your Absorbine products, just check to see if they have it. If they don't, they may be getting it in it may be just a short amount of time for them to get it on their shelves. Your local store, anywhere you shop online, and any farm and feed store as well. That's so exciting I can't wait for it to become a common product that we use, it sounds so innovative! We are really excited, it took us a couple of years to develop this, we worked with a lot of biochemists, a lot of people who are working in the human health care space to really barrow this technology, but also learning how to take these two ingredients and put them together in a formulation that would stay together. Sometimes we have great ideas about how ingredients should go together, and it doesn't work out as well as we had hoped, but this one has been really a success for us in the development and testing stage, we've been really excited! We've tested it on scratches, on fresh wounds, hot spots, on some chronic wounds, we've engaged a couple of different veterinarians from different areas of the country to help us test this from small animals and large animals, and we're working on a white paper as well because we really are happy with the results we're seeing. Also, its ability to kill 99.9% of the bacteria immediately. So, it works really fast too, which I think

is really key. Sometimes people think they have to apply something many many times over many many weeks for it to be affective, but we're excited about how effective this is as quickly as it is, but how easy it is to use as well. Absolutely! And are there any other products that listeners should be on the lookout for from Absorbine? We are looking more in the wound care category as we discover some new technology. We are potentially looking at some development in our fly control category too. We have the bran UltraShield and as we learn about some new ingredients and go through the process to test the efficacy of these ingredients are always looking to bring new innovation to the categories of fly control. Certainly, grooming as well, but we're really excited about the ingredient combination we have with our Silver Honey line so you can look for some line extensions our of Silver Honey in the future as well. Definitely! Well, I am excited about that! I am too, I have to say of all the things in my grooming box, and I'm sure like any other horse owner, you've got everything from petroleum jelly to 5 or 6 wound care products and for me I now have 1 that works across the spectrum and most importantly it really works. Some other products I've used in the past you use because that's what you have but knowing the science and the research behind these ingredients and how they work and why they work, this has replaced a lot of products for me in my grooming box. If any of your listeners are ever out in the field and you see people from Absorbine, if we have on an Absorbine jacket or an Absorbine t-shirt, we always love a chance to meet you and hear from you! So, if you ever see us out and about please come engage with us. We always love to talk to the people who are using our products. Perfect, well thank you for being on the podcast, we really enjoyed talking to you! Thank you so much, I really appreciate your time!

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