

EQUUS INSIDER

Your guide to the latest in horse-related products, innovations and consumer trends



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Instill Confidence

Confidence EQ® is an equine-appeasing pheromone 1% gel, applied easily on the nostrils, that has been clinically proven to reduce stress in horses facing new and challenging environments. It can help reduce the behavioral and physiological symptoms of stress in horses of any age. Training tool—can be combined with behavioral and desensitization therapy. Safe for competition—not listed on the FEI prohibited substance list. Fast and long-lasting—takes effect in 30 minutes, lasts 2.5



hours and can be reapplied. Single-use packets—ensure accurate dosing. Easy to administer—no syringes, food, pills or other uncomfortable application methods. www.Bimeda.com



Attack Allergies Inside-Out

EquiShield SA Powder was developed by veterinarians for horses suffering from allergies. It contains quercetin, a natural antihistamine, a powerful antioxidant and an immune booster. EquiShield SA Powder also contains ground stabilized flaxseed, hyaluronic acid (HA), MSM and Vitamin E for optimum skin and coat health. This premium supplement was designed for horses with allergy-related bumps and even respiratory issues. It works from the inside out to reduce the body's immune response to common allergens. Contact your veterinarian or other animal health distributor to order EquiShield SA Powder. Visit www.KineticVet.com or call (877) 786-9882.



Are You Overdosing?

Join the fight against parasite resistance! Eggzamin's specialized *Fecal Egg Count* (FEC) Test Kits provide everything you need to conduct your own FECs. This common test—used by veterinarians and labs all over the world—will help you accurately identify parasite eggs (worms) to make targeted, smart deworming decisions. The Eggzamin FEC Test Kit was designed to make the process quick and easy. Testing is the only responsible choice for sustainable equine stable management. Better for the horse. Better for the planet. *Don't guess. Test!* Request a free info kit at <https://eggzamin.com>.



Fight Back Against Vitamin E Deficiencies with Elevate

Elevate® Maintenance Powder, brought to you by Kentucky Performance Products LLC, supplies your horse with a highly absorbable and readily available source of natural vitamin E. Vitamin E is an essential nutrient and a powerful antioxidant. It limits the damage caused by everyday oxidative stress. It maintains healthy muscle and nerve functions, and supports a strong immune system in horses of all ages. You can count on research-proven Elevate Maintenance Powder to provide you with an easy and affordable way to meet your horse's essential vitamin E requirements. Learn more at KPPusa.com.



Manufacturers Discounts for the Horse World



Up to 26% off MSRP



www.Tenda.com



Two Ways to Save



Great Savings



Up to 26% off MSRP



Special Pricing

Equip Your Farm—and Save

Equine Equipment has manufacturers' discounts for all active participants in the horse world. From the family farm to the Taj Mahal of breeding or training, we have discounts from industry suppliers, including New Holland Agriculture, hay and construction goods, a full line of Toro offerings, Exmark, Ventrac, FarmPaint and Tenda Horse.

If you have horses, you use these products. We proudly serve the USA and Canada, and all goods are bought at your local dealer. We welcome all to call and learn more. Saving couldn't be easier. Call (877) 905-0004 or e-mail sales@EquineEquipment.com.



From Bottle to Blanket

WeatherBeeta's environmentally friendly Green-Tec blanket is crafted from fabric that uses 50% less energy to produce than a traditional turnout. This spring, a Detach-A-Neck style in Lite Plus is available in Black/Bottle Green. A Standard Neck in the Lite Plus will also be released in the new Light Gray/Bottle Green. Features include a strong, waterproof, breathable 900-denier PCR outer with a 150-denier, diamond-weave PCR fabric lining (both made from recycled bottles); a fully adjustable quick-clip front closure; a traditional side gusset; twin low-cross surcingles; a large tail flap; and elasticized, adjustable and removable leg straps. Weatherbeeta.com

