

Sore No More® Named 2007 Product of the Year by Horse Journal

The Horse Journal has voted Equilite's all-natural Sore No More® liniment to be a winner, again! Sore No More earned this distinction first in 2000 and now in 2007. According to the Horse Journal "Bigeloil and Absorbine are liniment kings, but Sore No More tops the pack overall."

The Horse Journal added that Sore No More was among the products "we found ourselves reaching for time and again in our test barns over the past year...Our trials aren't controlled

scientific studies done in a pristine lab. We put these products to work in real barns, just like yours, with experienced horsemen and horsewomen using them to their fullest. These products work and work well."

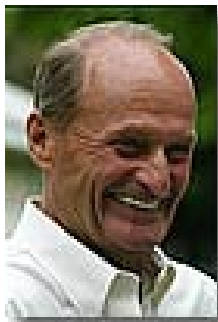
Sore No More is effective for muscle pains, back pains and acute injuries. Horse Journal further stated "Sore No More provided us the best pain relief with the least chance of reactions... Bottom Line...We'll keep Sore No More on hand for treatments of acute

muscular (and leg) problems...It's a good choice as a body brace and can be your all-purpose liniment."

www.horse-journal.com/issues/14_9/features/1144-1.html



Ambassador News - We are proud to introduce these new Champions in our Equilite family



Barclay Tagg

Barclay Tagg is a renowned trainer of thoroughbred race-horses, young and old. Multiple Stakes Winning Trainer of many and trainer of Funny Cide, the 2003 Derby & Preakness Winner in . Barclay

runs a class outfit and cares about his horses and their health.

He has been using the Equilite products for many years as part of his daily routine. We just wanted to share his most recent words and ask that you root for him wherever you see him racing horses around the country.

"We use Sore No More Liniment as part of our daily program and have for years. All of our horses get a pre-race rubdown with Sore No More to help warm up their muscles, especially in their hind end! It is an important part of our groom's routine. It helps us get to the Winner's Circle."

Visit <http://www.barclaytaggracing.com/> to read more about Barclay.



Kim Severson

Champion eventer and Equilite ambassador, Kim Severson, has been a powerful force in the eventing world. Kim and her famous horses, "Over the Limit" and Winsome Adante" have won numerous

titles at Rolex and abroad at Blenheim and CCI***. Kim attributes every bit of her success to this horse: "I did my first everything on him — first Badminton, Burghley, World Championships and Olympics." Kim looks to Sore No More to keep Windsome Adante feeling good during competitions.

Kim Severson's Career Highlights: include, but are not limited to

- USEA Lady Rider of the Year 2005, 2004, 2002 and 2001
- USEA Horse of the Year 2005, 2004, 2002, 2001.
- Winner, 2000 Radnor CCI**
- Winner, 2001 Blenheim CCI***
- Winner, Rolex KY CCI**** 2002, 2004, 2005
- Gold Medalist, 2002 World Equestrian Games
- US Eventing Team Silver and Bronze Medalist, 2004 Olympic Games



Louise Serio

Equilite ambassador and World champion Hunter-Jumper rider, Louise Serio, is also the president and owner of Derbydown, Inc. a training, boarding, showing and sales business in Kennett Square, PA. Louise loves the

effects that Sore No More has on her and her clients' horses.

Louise began training out of Derbydown in 1975 and she consistently trains and rides champions in every hunter division at the most prestigious shows on the East Coast, as well as traveling the country to judge at those top shows in which she is not competing. Louise coaches some of the top juniors in the country who have also reached and won National Championship under her tutelage. Louise was also instrumental in founding the American Hunter-Jumper Foundation.

Visit http://www.derbydown.com/bio_louise_serio.asp to read more about Louise.

New Additions to Sore No More® Line

- Sore No More® Cooling Clay Poultice - The Master of Mud



Sore No More has become a tack trunk staple. Now the wonderful Arnica-and Witch Hazel-based formula is available as a poultice. Sore No More Cooling Clay Poultice combines the benefits of the liniment in a master mud blend. This superior, all-natural soothing clay poultice can be used on the legs, body and as hoof packing.

"We are excited to offer Sore No More in a poultice," says Stacey Small, President of Equilite, Inc. "We have had a lot of requests for a poultice over the years. It seemed like a natural extension of the Sore No More product line. We are already seeing great results and

receiving incredible feedback." Research and testing has ensured that Sore No More Cooling Clay Poultice delivers relief from strains, sprains and muscle spasms. The silky smooth, non-irritating poultice offers cooling reprieve to areas of edema, swelling, inflammation and infection. Sore No More Cooling Clay Poultice is an excellent topical application for sensitive skinned animals and can be used to cool and tighten before and after exercise, training or competition.

Sore No More Cooling Clay Poultice can be applied directly to the skin of the affected area. The clay washes off easily with water. The poultice can also be used in conjunction with Sore No More WrapArounds towlettes. Simply position the a WrapAround on the leg and apply Sore No More Cooling Clay Poultice over the towelette.

A 5lb. bucket is \$15.95 and a 23lb. bucket is \$59.95.

- And Sore No More WrapArounds™

These revolutionary 9"x12" towlettes are soaked with Sore No More liniment for ease of use, and you can use them cold or hot. Keep them in the refrigerator or give them a few seconds in the microwave. Place it around a leg before bandaging, or use as a wipe on those hard to reach areas. Great to use under

the Cooling Clay Poultice for easy clean up or when there's no water accessible for washing. Handy to have in your tack trunk where ever you may go.

25 Count for \$12.95



Sore No More's Biggest Fan



The Oakland Zoo Giraffe Team recommends the Sore No More products to giraffe keepers everywhere!

The products are easy to use and extremely effective. We have used the Sore No More topical solutions to reduce inflammation and soreness in the muscles and joints of giraffes with thrush, arthritis, ringbone, and lactic acid build up. It is great for more sensitive animals because it has a natural, pleasant scent instead of the typical menthol smell associated with topical anti-inflammatory substances.

Amy Phelps and Melissa McCartney, Primary Giraffe Keepers, Oakland Zoo



New Product News - Ricochet™ Horse Wipes

Ricochet is so popular, we developed a wipe to be used on those difficult to spray areas. The all-natural, essential oils blend is composed of Citronella, Neem, Lemongrass, Rosemary and Tea Tree Oil. Ricochet wipes provide a refreshing and pleasant citrus scent that can be used on your horse's face, ears and

around his eyes. It's a great alternative to chemical coat conditioners. and leaves them silky and shiny without damaging their hair. Ricochet is the year-round, all-weather product for great coat care.

25 Count for \$15.95

