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THE NATURAL TOUCH NEWSLETTER

News from ATH Science by Tom Tweeten

Autumn is a time when ATH Science reflects on the current year's activity while also looking forward to the new year. We have added a number of new dealers to our distribution system so far this year, especially in areas where we have not had a presence. Through giving clinics on "grooming as part of horse care" at Horse Fairs and Expos this year, we have met many new horse owners as well as renewing acquaintances with current EquiScentials users. We are also building a working relationship with a distributor in Europe.

We have improved our visibility by placing promotional ads in a number of regional show books and horse show premium lists. In addition we have done product sponsorships with: Minnesota Saddlebred Association, American Saddlebred Horse Association, North Central Morgan Horse Association, and University of Minnesota/College of Veterinary Science Equine Center. In addition we have helped sponsor Emily Fogelberg, a talented Eventing rider and trainer from Middleburg, VA.

Philosophy of Product Development

The "ATH" in our company name is a reflection of our mission: *About the Horse*. A good friend of mine, Dave Genadek, started a saddle making company about 15 years called About the Horse Inc. His philosophy along with a number of equine clinicians we worked with, help influence ATH Science's philosophy of defining and developing horse care products that meet the needs of the horse, then the horse owner. This necessitated that the company have staff with a basic knowledge of chemistry, cosmetic science, and equine animal husbandry. The unique approach is what has allowed ATH Science to create a line of grooming products that work for both the horse and the horse owner.

EquiScentials Horse Care Product line currently consists of six (6) products. There are two products specifically for *cleaning*, EQUICOAT BODY WASH and COAT CLEANER. Two products are used for *maintaining* the horse's coat, mane, tail, and hooves, COAT ENHANCER and HAIR & HOOF MOISTURIZER. COAT FINISHER and MANE & TAIL DETANGLER are used for *finishing* the coat, mane, and tail.

Web Site—"online sales":

Several tack stores have told us that their websites have helped bring in considerable business that they may have not gotten without it. This is especially helpful for us at ATH Science. Because we do not have as broad a distribution system as some of larger manufacturers, users of EquiScentials can more easily obtain the product through store websites. One store recently commented that they sell more EquiScentials Horse Care Products through their web-store than over their own counter. A simple search-engine query using "EQUISCENTIALS" will return a number of retail "web-store" sites carrying our product line.

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ATH
Science, Inc.

Clinics, Horse Fairs, & Expo

Speaking opportunities are an excellent tool to share information and bring attention to the philosophy of including grooming as part of horsemanship and caring for the horse. Truly grooming is not just for showing BUT an important part of communicating and building trust with a person's horse. Taking time to work with a horse is an important part of getting the most out of a person's investment no matter what type of equestrian activity is planned.

Teaching grooming as part of good horsemanship has been a cornerstone of ATH Science's work with horses and horse enthusiasts. As you become aware of the need for clinicians to speak at educational equine events, please encourage the organizers to contact Dr. Tom Tweeten at ATH Science, Inc. His presentations center around the theme: "Equine Care for Comfort & Collection".

Alternative use of EquiScentials:

We have had a number of people ask us if EquiScentials can be used on dogs. Often it is a question asked by horse owners with dogs. While we did not specifically set out to design our products for dogs, the answer is they do work very well for dogs. Many of the design features developed for horse care cross over into dog grooming as well.

***"There are no short cuts,
but when well thought out,
you can save a few steps."***

Tom Tweeten, April 2007

Grooming Tip Dr. Tom Tweeten

COAT ENHANCER, the first product that ATH Science introduced, is designed for year-round use. No matter what season it is, it is especially effective in reducing static charge when grooming your horse.

Static electricity can create much discomfort for our horses especially in dry seasons or in winter time. One major cause of static charge is the use of non-conducting plastic grooming tools. Brushes with plastic bristles, when drawn through dry hair, can lead to static charge. The charge can be reduced by lightly misting COAT ENHANCER over the coat before brushing. I also suggest laying your free hand on the body of horse. This allows for conductivity between the brush hand and the free hand touching the horse, minimizing charge buildup. It also is a safety measure.

A second cause of static charge is from blankets and sheets made of synthetic fibers. As the blankets are put on or pulled off, the fabric sliding across the coat creates static buildup. Here again, misting a very light amount of COAT ENHANCER over the coat before applying the blanket or sheet will help reduce the problem.

Finally, one can minimize static charge by eliminating the use of heavy silicon polishes on your horse. These grooming products, when left on the coat, will tend to dry coat. They also reduce the coat's ability to breathe effectively. Some polishes like **EquiScentials COAT FINISHER** will give the coat a nice shine as well as condition the coat. It contains light, volatile silicon-based ingredients that will not build up and will allow the coat to breathe. It also contains conditioners that will moisturize the coat, complimenting the use of COAT ENHANCER.