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THE NATURAL TOUCH NEWSLETTER

A review of 2006 by Tom Tweeten

ATH Science had its second most successful year in 2006. It was the 10th Anniversary of our incorporation as a company. We continue to focus our sales effort on the tack store segment of the retail industry. We have found that the tack store dealers hire employees that are closer to working with horses and thus have a better understanding of what products work well for specific riding clientele.

While we are still a very small company, the number of dealers that handle Equiscentials Horse Care Products continues to grow. We are proud to have dealers in both the USA and Canada. In 2006 we again started to do some regional advertising in some annual saddle club show books. We have also sponsored some small regional horse show competitions by providing the small 2 oz. EquiCoat Body Wash Shampoo to be included in competitor gift bags. We would like to do this type of promotion in conjunction with some of the local and regional tack store dealers.

Basic Philosophy of Product Development at ATH Science, Inc.

Foremost in the minds of those of us that define and develop EquiScentials Horse Care Products are the needs of the horse, then the horse owner. Some of us on the ATH Science team have worked around horses all our lives. We have worked with other knowledgeable horse trainers and clinicians that have shared their expertise with us. Others have a wealth of experience in chemistry and cosmetic science. The unique ability to bring that range of knowledge and experience together is what has allowed ATH Science to create a line of grooming products that work for both the horse and the horse owner.

At present there are six (6) products in the EquiScentials Horse Care Product line. 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.

EquiScentials Web Site: www.equiscentials.com

The ATH Science web site is an excellent place to learn more about the Equiscentials line of horse care products. We have listed the complete line of products, a description of them, and an outline for using them. A list of dealers and links to useful web sites is also included.

In addition there are several articles written by Dr. Tom Tweeten on grooming and its relationship to building a working relationship with your horse along with the horsemanship of grooming. We encourage you to visit our site.

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ATH
Science, Inc.

2007 Clinics, Horse Fairs, & Expo

Teaching grooming as part of good horsemanship has been a cornerstone of ATH Science's work with horses and horse enthusiasts. The following is a list of places where Dr. Tom Tweeten will be giving presentations:

February 17: Oasis Equestrian Center, Lindstrom, MN

March 17: Diamond Royal Horse Fair, Mariner Mall, Superior, WI

April 14 – 15: Rochester Horse Fest, Olmsted County Fairgrounds, Rochester, MN

April 20 – 22: Midwest Horse Fair, Dane County Fairgrounds, Madison, WI

June 13: Washington Co 4-H Horse Camp, Washington Co Fairgrounds, Lake Elmo, MN

August 25 – 26: Northern Illinois Horse Fest, Boone County Fairgrounds, Belvidere, IL

Caring for and maintaining a horse takes time and money. 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. Truly grooming is not just for showing BUT an important part of communicating and building trust with a person's horse.

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. Remember the 3-C's: Care, Comfort, and Collection. Care leads to Comfort. Comfort can then lead to Collection.

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. When sprayed on the coat, it will soften the hair, allowing you to curry and then brush the coat without creating the discomfort of static electricity. I like to use a "curry comb" to work it into the coat (Figure 1). The "curry comb" works very well for working out hair and filth during shedding season without damaging the coat that is still in place.

COAT ENHANCER is also very effective in treating horses that rub their tails. After cleaning the tail, spread the hair and carefully spray COAT ENHANCER on to the tail (Figure 2) and work it in with your fingers or a long tooth rake comb. The COAT ENHANCER moisturizes the skin and helps relieve itching.

COAT ENHANCER contains citronella. As this product was developed, ATH Science tested this ingredient for its effectiveness. Several different sources were evaluated before an effective source was found for repelling insects. I like to apply it to a light cloth and gently work it into the ear area. Take care not let filth or loose dirt fall into the ear. Do not spray the product directly onto the face or ear.



Figure 1

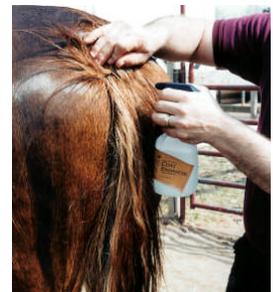


Figure 2