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# THE NATURAL TOUCH NEWSLETTER

## **A review of 2007 by Tom Tweeten**

ATH Science had a very good year in 2007. It was the 11<sup>th</sup> 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.

The number of dealers that handle Equiscentials Horse Care Products continues to grow. In 2007 we developed a regional strategy for advertising the product line. We also initiated a products sponsorship program with The University of Minnesota, new Equine Center, and Emily Fogelberg, a talented Eventing Competitor, from Middleburg, VA. We also put considerable effort into designing a new label for products being shipped to our new European Distributor, The Exclusive Store in Luxembourg. As a small Minnesota business, we are proud to serve both the US and international horse community.

## **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](http://www.equiscentials.com)**

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

In addition there are horse care articles written by Dr. Tom Tweeten. Based on the philosophy of "Equine Care for Comfort & Collection", he shares his thoughts on how effective grooming techniques help build a stronger working relationship with your horse as well as improve your horsemanship.

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**ATH**  
*Science, Inc.*

## 2008 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 are places where Dr. Tom Tweeten will be giving presentations (additional listing on our website):

- Jan 26: Minnesota 4-H Winter Round-up -**  
Spicer, MN
- Feb 15: American Morgan Horse Association -**  
Annual Meeting, Minneapolis, MN
- Mar 15-16: Mid-Tennessee Horse Fest -**  
Williamson Ag Expo, Franklin, TN
- Apr 12: Blue Sky Veterinary Clinic -**Wyoming,  
MN
- Apr 25 – 28: Minnesota Horse Expo -** Minnesota  
State Fairgrounds, St. Paul, MN
- May 17-18: Holistic Horse Fair -** The Natural Gait  
Harpers Ferry, IA
- Oct 11-12: Minnesota EquiFest –** Minnesota  
State Fairgrounds, St. Paul, MN
- Nov 8-9: North American Horse Fest –** The  
Rock Financial Showplace, Novi, MI

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

HAIR & HOOF MOISTURIZER, the most recent product introduced by ATH Science, is naturally derived and designed for year-around use. It was initially developed to moisturize the horse's hair and skin after body clipping as an alternative to sometimes used mayonnaise. But like so many "home" remedies that have NOT been developed with the horse in mind, mayonnaise has some undesirable attributes including smell and a gummy feel over time. One of the main moisturizing ingredients in HAIR & HOOF MOISTURIZER, pharmaceutical grade "high oleic" sunflower oil, does not get gummy after application. In addition the product has a fragrance that works for horses.

As the product name implies, it is also an excellent product for maintaining healthy hooves. It should be applied lightly to the hoof surface and worked into the coronary band. It will absorb into the hoof wall, leaving a "mossy" feel. It has been demonstrated to improve hoof strength while maintaining hoof flexibility. When applied lightly on a regular basis, it will not buildup or leave an oily layer. Many hoof dressings currently on the market tend to attract dirt and grit that can lead to further damage to the hoof.

### • Hoof trim in September 2007:

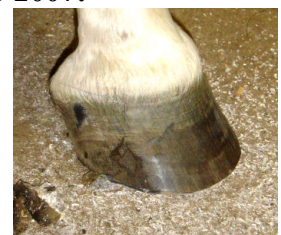


Fig. 1 Before hoof trim. Fig. 2 After hoof trim.

### • Next hoof trim in January 2008:



Fig. 3 Before hoof trim. Fig. 4 After hoof trim.