

# Newsletter

ISSUE 3 FEB 2014

[www.equinepremium.com](http://www.equinepremium.com)

## A NOTE FROM THE EDITOR

Equine Premium are kicking off the year with some exciting changes to the range. I am pleased to announce in this newsletter the launch of a new product Gut Bind, and also the reformulation of our best selling product Acid Ease, plus the arrival of our 2014 Bursary Award which this year is National!!

Editor – Genevieve Raw-Rees



## The North West now has a Territory Manager!

Anna Flynn who joined Protexin in 2012 has moved territory from the South East to the North West. We hope she'll be able to continue her excellent work of introducing a new audience to the benefits that probiotics and the Equine Premium range can bring to the health and wellbeing of equines: "My move to Cheshire brings some exciting opportunities to build up a new territory from scratch, I'm looking forward to introducing myself and the range to local yards, Riding Clubs and retailers".



## Acid Ease – New Concentrated Formulation

Acid Ease has come to be recognised as an effective product to buffer excess acid in the stomach. Always looking to improve our products, and based on customer feedback, we have re-formulated Acid Ease into a palatable powder presentation, creating a better value, longer lasting and more concentrated formulation.



Dosage has been reduced from 200g – 300g twice a day, to just 50g twice a day, which means we've also been able to reduce the bucket sizes from 5kg and 10kg to a more user friendly 1.5kg and 3kg.

## INTRODUCING GUT BIND



For the first time since the launch of the Equine Premium range 6 years ago, we are pleased to announce the launch of a new product - Gut Bind.

Gut Bind comes in an easy to use 30ml syringe and is a two day course of probiotics, prebiotics, kaolin and pectin designed to settle a foal's disrupted gut. Gut Bind is ideal for use on foals from day one, up to and over foal heat to alleviate any scouring problems. It is also suitable for horses of any age. With a highly palatable peppermint flavour the main ingredients provide the following support; Protexin probiotics help re-establish the normal hindgut microflora, Preplex® prebiotics nourish the beneficial bacteria, kaolin is a natural binding agent to firm up faeces, and pectin helps to soothe the gut lining.

Gut Bind 30ml retails at £16.29

## 2014 National Bursary Award

Protexin Equine Premium are committed to supporting Riding Club riders across the UK which is why in 2012 we set up the Protexin Equine Premium Bursary Award. After successful South West and South East campaigns we are now going National!



In 2014 there will be four awards of £200 available for riders to put towards training of their choice. One recipient will be chosen from each of the following regions, Scotland, Wales, the North of England and the South of England.

Applications opened at the start of February and will stay open until June 1st.

[www.equinepremium.com/bursary](http://www.equinepremium.com/bursary)



## Horses Inside Out Conference

On February 22nd and 23rd Equine Premium Director, Jonathan Nelson and our Veterinary Technical Manager James Kyffin will be present at the 2014 Horses Inside Out Conference at the Royal Agricultural University Cirencester. Horses Inside Out was founded by the multitalented Gillian Higgins and is helped run by her mother Shirley. It is an educational service designed to help riders, trainers and therapists see how, by understanding the anatomy, biomechanics and physiology of the horse, they can improve performance and maintain top physiological condition of their horses.

This will not be the first time Equine Premium have worked with Gillian, in 2011 we jointly hosted an evening to educate people on the horses digestive system.

## Shop Of The Month!

Following the success of our first shop of the month in November Tally Ho Farm Ltd have been chosen as our second shop of the month.



Located in Winkfield, Berkshire, Tally Ho are Europe's number one Polo equipment supplier. If you call in store throughout the month of February and either make a purchase from, or enquire about the Equine Premium range, you can be in with a chance of winning a fabulous hamper of products!



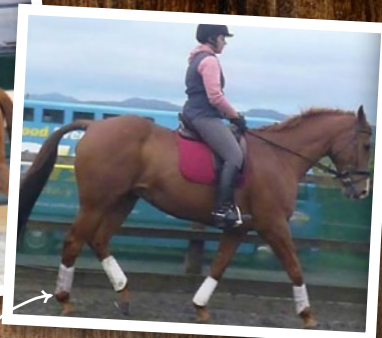
[www.tallyhofarm.co.uk](http://www.tallyhofarm.co.uk)

## Photo gallery...



Tally Ho proudly display the Shop Of The Month hamper!

Hughes Dressage  
"We don't feed many supplements on our yard but these are products that really do work."



A great Before and After shot of customer Katie Ross's ex-racer after 6 months on Gut Balancer.



### #tipoftheweek

If you don't already follow us on social media then why not 'like' us and receive a weekly tip from Jonathan! [www.facebook.com/protexinequinepremium](http://www.facebook.com/protexinequinepremium)



If you'd like to feature in our next Newsletter photo gallery then please email us at [info@equinepremium.com](mailto:info@equinepremium.com) with a picture of your horse.