

NEWS

For Immediate Release

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New All-Purpose Healing Salve for Horses

Horse Owners Now Have Safe, Natural Alternative for Treating and Protecting Skin Lesions

SANTA BARBARA, Calif., Nov. 14, 2016: The Herbal Equine has released a new healing salve for horses, All Better Now, to provide effective, natural and worry-free care when treating both large and small wounds, as well as skin irritations.

All Better Now is a non-toxic, vegetarian salve that uses herbs and essential oils to protect skin wounds on horses and to speed up the healing process for injured equines. It can be used on a range of lesions, from minor scrapes to serious wounds, including lacerations, abrasions, bites, stings, dry skin, and sores from chafing. All Better Now is a versatile, universal formulation that soothes pain and itching, minimizes scarring, promotes hair regrowth, reduces inflammation and repels insects that might be attracted to wounds.

Containing no harsh chemicals or unnatural ingredients, All Better Now is safe to the touch for both animals and humans, and it can be applied without gloves. In fact, human customers have used it on their own cuts and grazes with great results. The proprietary blend in the All Better Now salve, which contains rosemary, nettle leaf, calendula, plantain leaf and lavender essential oil, guards against bacteria, fungi and viruses and allows the immune system to work more efficiently. The horse's skin is calmed and cooled, pain is relieved, microbes are kept at bay, inflammation is decreased and tissue is repaired without aggravation by opportunistic insects.

Users love the compact, lightweight container for All Better Now, which can be easily tucked in a grooming kit, tack trunk or saddlebag. The salve spreads easily on the horse's skin while remaining firm in the jar, and it smells pleasantly aromatic, unlike many other topical treatments, which also contain artificial ingredients and fillers. Reasonably priced and available through both equine specialty sites and major retailers such as Amazon, All Better Now is rapidly becoming a go-to essential for horse owners and professional equine healthcare specialists.

"I use All Better Now for treating minor bite marks from two geldings who both want to be in charge," said Ruthie Thompson-Klein of Equine Balance Hoof Care. "As a hoof care

professional, I also recommend All Better Now for dry and cracked coronary bands during summer, and to keep chestnuts soft and pliable, so they can be trimmed,” Thompson-Klein said.

The Herbal Equine is a small, family-owned business founded by two sisters, Anna and Alice Haefele. They developed All Better Now after years of experience in horse care, and they are dedicated to providing natural products for horses. The Herbal Equine’s inaugural product has been a tremendous success and bodes well for the company’s future endeavors.

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