

Alleviate & Tox-Defy: Some Questions Answered...

Why aren't Tox-Defy & Alleviate combined into one product?

Mycotoxins and magnesium deficiency are separate issues. Sometimes you will need to adjust how much toxin-binder you feed and sometimes the amount of magnesium. You need to be able to adjust the dose of one without the other. Otherwise it is wasteful and counter-productive. For instance the night before an event you may wish to double the dose of magnesium but not the toxin-binder.

If you are in a position to keep your horse on a track, and/or are feeding a predominantly hay diet then you will not need to feed a toxin-binder.

Alleviate is meant to be a **short term** product for times of stress. As soon as your horse is no longer showing signs that he is particularly lacking magnesium (anxious, spooky, tight, tense or distracted etc) you would be doing the best by your horse to provide him with Alleviate-C which also contains organic calcium. Feeding magnesium on its own for too long could lead to calcium: magnesium imbalances.

Alleviate is so effective that it will take care of possible magnesium deficiency very efficiently. Save some of your container for future stressful times like going to events, races, travelling or changing environments.

If Alleviate doesn't 'appear' to be working (which is very rare) then there are likely to be other issues going on which usually relate to rye/clover toxicity. Continue feeding Alleviate as it will be doing nothing but good!

Believe it or not our goal is to do ourselves out of the toxin-binder business! By educating horse owners about how to:-

- identify harmful grasses and where possible change to safer grasses
- keep horses on tracks and minimise toxins where changing pastures is not possible
- correctly feed the flora in the hind-gut

Is it more expensive to feed them separately?

Far from it. One 500gm container of Alleviate will last one 500 kg horse (larger horse) for approximately 7 months. Or a 400kg (large pony – light hack) for over 8 months.

One 1kg container of Tox-Defy will last a 400kg large pony – light hack for 4 months or a larger hack for 3 months.

One 500gm container of Alleviate-C will last one horse for approximately 6 months. It is ideally fed in conjunction with Premium New-Zealand-Horse Minerals. These two products perfectly complement each other and are for **long term** use to promote great health and longevity.

Factor in our generous **Reward** system and costs drop even further.

However the **Greatest Reward** is for you to have a calm, healthy horse that you can thoroughly enjoy for the longest number of years.

Here are the real benefits of following the "ProVide It Plan":

Race-horses.....no more 'running the race before the race'

Competitive horses.....handling the pressure of show day

Recreational riding horses.....enjoy the quiet ride at the weekend

Kids' ponies.....calmer and therefore safer

Hi Jenny, I bought my beautiful 4yr old Pintaloosa gelding, Teddy, from ChCh in July 2007. After suffering a paddock injury, receiving 'bute' which gave him stomach ulcers and being moved to new grazing, my big quiet, trusting boy turned into a stressed out wreck, afraid of everything. Months later I had my first ride on him after his accident. I stayed on him for a few minutes but got off when I realised he was far more than I could handle. That day, I read about 'Alleviate'. Just two days after starting on this product, Teddy was relaxed, he had stopped his pacing frenzy and was quietly eating hay. My friends and I could hardly believe the change in him. It was radical. It also gave us a chance to bond. When Teddy got a fright, he would run away, jump fences, gates, anything to escape. It was shocking to watch. Now, for just a moment I see that old fear in his eyes and I know he wants to run but then he steps in towards me and stays. He trusts me that much. We went to our first show a few weeks ago, Ted was brilliant. He won best trotting horse and was 3rd in both his show hunter rounds. I was so proud of him. Alleviate and my patient riding instructor has given me my precious horse back. Thanks so much Andrea