

When it comes to
equine nutrition,
Effective Natural Products
has the most complete formulas.

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A *New* breed
of supplement



Effective Natural Products

People everywhere are switching their horses to ENP.

Here's why...



One of the biggest problems facing large breed animals is joint ailments. That is especially true with horses. Due to their large size, a horse's joints can take a beating. With each step thousands of pounds of pressure are exerted on their bones and joint tissue. Over time this can damage the joint and lead to osteoarthritis, rheumatoid arthritis or even lameness.

There is a solution. ENP offers the only **COMPLETE** joint formula on the market today! Most joint supplements only address certain parts of the joint. However, our **Equine Glucosamine Plus** addresses the **entire joint**. Here is how we do it...

The 4 Points for Healthy Joints

1. Cartilage - Cartilage in the joint acts as a shock absorber between the bones. **The building blocks of healthy cartilage is glucosamine**, which is produced naturally by the body. **As your horse's body ages it gradually produces less glucosamine. The cartilage can begin to deteriorate**, causing the bones to rub against each other. **This can be extremely painful. By giving your horse a glucosamine supplement you are making up for this deficit and creating healthy joints.**

2. Fluid - Chondroitin is used to lubricate joints and **Manganese** is a cofactor needed for the production of mucopolysaccharides (glycosaminoglycans) essential for joint lubrication. **Lubricating the joint allows it to move freely.** Chondroitin and Manganese do this by drawing the necessary fluid in around the joint and helping to keep it there.

3. Tendons & Ligaments - Glucosamine Plus

contains **natural Silica plus the amino acid Proline** which help provide the nutrients for **strong connective tissues**. By strengthening the tendons and the ligaments the whole joint becomes much more stable.

4. Bone - Boron is added to aid in Calcium absorption which **makes the bones stronger and it also increases bone density.**

Since most joint formulas only address one or two functions of the joint, they may only be masking the problem, this can lead to more joint problems in the future.

The Liquid Advantage

ENP's Equine supplements are in an easy to use liquid form. Horses are notorious for having extremely sensitive stomach's and digestive tracts. **Since ENP formulas are in a liquid, as soon as it enters the stomach it is quickly and easily absorbed directly into the bloodstream and processed for immediate use.** Other forms of supplements like capsules, chewables or powders can be much less effective.



Calming Aid

ENP's **Calming Aid** is scientifically formulated to aid horses with nervousness, excitability, or excessive stress. Calming Aid contains no drugs, stimulants, or harmful ingredients.

Thiamin (Vitamin B1) is known for its calming properties. In ENP's formula it is combined with a full **B-vitamin complex**. The **B-vitamins**

work best when taken together because they enhance the effectiveness of each other. As a group, they help the body cope with the effects of stress, support the brain and nervous system, and promote overall health. **Inositol** is structurally similar to the B-vitamins. It is known as the "calming" vitamin. Deficiencies of Inositol have been linked to anxiety and mood swings.

ENP's **Calming Aid** contains a proprietary blend of herbs to relax the horse. **Skullcap, Chamomile, Passion Flower,** and **Hops** have traditionally been used in both animals and humans for anxiety, nervousness, and stress. **ENP's Calming Aid** is rounded out with a base of Apple Cider Vinegar.