

## **For Immediate Release**

For more information contact:

Equilite

Stacey Small

610-326-6480

[Stacey@equilite.com](mailto:Stacey@equilite.com)

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

## **Equilite Focuses on American Riding Instructors Association National Convention**

*St. Charles, MO (November 10, 2009)* – Equilite, makers of award-winning holistic animal health and herbal blends including Sore No More<sup>®</sup>, will be taking part in the American Riding Instructors Association (ARIA) National Convention. The convention marks ARIA's 25<sup>th</sup> anniversary and will be held in Naples, Florida, November 18-21 and will include speakers such as George H. Morris, Chef d'Equipe of the Olympic gold medal-winning U.S. Show Jumping team, Denny Emerson, Jane Savoie, Susan Harris and Sgt. Jerry Mayo of the Royal Canadian Mounted Police.

“Equilite is looking forward to participating in the ARIA convention. ARIA is a nationally recognized program that produces professionals in a variety of equestrian disciplines and we are looking forward to getting to know as many instructors as possible,” said Equilite's Stacey Small. “Riding instructors really are the backbone of the equestrian industry and many riding instructors and their students have come to rely on our products so we are really pleased to take part in their convention.”

In addition to having a vendor booth at the convention, Equilite will also be donating a prize basket during the silent auction filled with Equilite's herbal supplements and Equilite's award-winning Sore No More. Equilite will also hold a leadership focus group during the convention. “Riding instructors are very important in our industry and the goal of our focus group will be to learn what types of products

instructors like and use,” Small said. “We love getting great feedback about our herbal horse liniments, holistic herbal supplement blends and botanical flower essences. It helps our company to grow and develop in the right direction.”

Sore No More, twice voted Product of the Year by the Horse Journal, is an all-natural arnica herbal horse liniment which features a blend of Witch Hazel, Arnica and other herbs developed to reduce muscle fatigue, bruising, swelling and related soreness. Equilite’s Sore No More family of products includes Sore No More Liniment, Gelotion, Cooling Clay Poultice, Massage Shampoo, The Sauce and Sports Salve.

Equilite also prides itself on its Herbal Blends which include Ani-Motion, Bleeders Blend, Garlic+C, Fly Away Garlic, Equinacea, Four Hoofs, RelaxBlend, RelaxHer Blend, Relax Blend Valerian Free, PrePro and Sow Your Seeds Pasture Blend. Equilite also produces Botanical Animal Flower Essences which are a favorite among riders all across the country.

For more information on Equilite products, visit their website at [www.equilite.com](http://www.equilite.com) or call 1-800-942-5483. For more information on Arenus brand products, visit [www.arenus.com](http://www.arenus.com). For more information on the American Riding Instructors Association visit their website at [www.riding-instructor.com](http://www.riding-instructor.com).

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### ***About Equilite***

*Equilite is part of the Arenus family of products. Arenus is a premier provider of innovative health and nutrition products for pets and horses. A growing division within Novus Nutrition Brands LLC., a global company dedicated to animal performance, health and longevity.*

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