For Immediate Release –

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Equilite Booth Proves To Be A Crowded Success at Equine Affaire

West Springfield, MA (November 24, 2009) – Thanks to the Equilite visiting Veterinarians and Ambassadors, as well as some hot new Equilite products, the Equilite booth at the Equine Affaire in Massachusetts turned into a hot spot and the place to be. Leslie Desmond and Equilite Ambassadors Dr. Bill Ormston and Dr. Madalyn Ward and Live to Ride's Jenny Lance and Angelia Robinette-Dublin all visited the booth and gave Equine Affaire attendees the chance to ask questions.

"Dr. Madalyn Ward brought a stream of people back to the Equilite booth with a trail like the pied piper," said Equilite's Stacey Small. "Everyone wanted a signed copy of her book and wanted to learn more about how her five element personality typing and supplement program could help their horse."

Equilite, makers of award-winning holistic animal health and herbal blends including Sore No More®, proudly partners with Dr. Ward, who also spent time answering questions while at the Equilite booth and Dr. Ormston, who discussed topics including chiropractic issues, Sore No More and proper saddle fit.

Equilite's new Sore No More Sports Salve also drew a great deal of attention. "Our new Sports Salve combines the successful Sore No More liniment with a Tamanu Butter and Aloe Vera blend to create a creamy butter base that is silky smooth, non-irritating and helps

soften rough itchy dry skin or cracking hooves and can be used over cuts and scrapes," Small said. "Everyone who stopped by our booth was really excited to learn that our Sore No More Sports Salve can be used preventatively as part of a daily training regime and not just for post trauma or injuries."

Small said Equilite's Flowering Essences were also a big hit during Equine Affaire. "Flower Essences have historically been used to balance and harmonize any emotional, psychological and spiritual states, and Equilite's Botanical Animal Flower Essences have been specifically formulated to deal with issues that large and small animals deal with," Small said.

For more information on the wide range of Equilite products available, visit their website at www.equilite.com.

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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Photo: Dr. Madalyn Ward, (right) author of the book Horse Harmony, Understanding Horse Types and Temperaments…Are You and Your Horse a Good Match? signed copies of her book at the Equilite booth at the Equine Affaire in Massachusetts. Dr. Ward is an Equilite Ambassador and also presented several talks at Equine Affaire. (Photo courtesy of Equilite)