For Immediate Release –

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Equilite Recognizes Reiners With Grooming & Conditioning Award at Snowbird Slide

Jacksonville, FL (February 9, 2010) – Florida Reining Horse Association (FRHA) member Pamela Dickinson, and her horse Nitro Dunit, rode away the winners of the Equilite Grooming & Conditioning Award during the FHRA Snowbird Slide show held at the Jacksonville Equestrian Center. Equilite, makers of award-winning herbal animal health products and supplement blends including Sore No More®, awarded Dickinson and the well-groomed and conditioned Nitro Dunit with a giant recyclable tote filled with Equilite products.

Dickinson has been a prominent member of the FRHA for many years and is known for being a consistent performer and a threat in the show pen. In addition, Dickinson is consistently one of the best turned-out competitors in the show pen.

“A big congratulations to Pamela and Nitro Dunit for their success at the FRHA Snowbird Slide. They looked absolutely great at the show and it is always wonderful to watch consistent competitors,” said Stacey Small, CEO of Equilite. “We have provided Pamela with a variety of Equilite products, everything from our award-winning Sore No More liniment to Sore No More Massage Shampoo, which helps prevent itchy tails and leaves horses with silky and shiny coats.”

The FRHA is an affiliate of the National Reining Horse Association (NRHA), with over 400 members. FRHA members range in skill and experience from green and rookie rides to NRHA Hall of Fame competitors. “We have many reining association riders who rely on Equilite products to keep their horse’s performing at their peak,” said Small. “Our Sore No More liniment is great for daily leg maintenance as well as helping sore backs and tight muscles.”

All of Equilite’s products are made with horses and riders in mind, as they contain no sugars, no fillers and no chemicals. “Our products are safe to use and we proudly make them in the US with human grade ingredients,” Small said, adding that Equilite is an environmentally conscious company.

For a complete list of Equilite products, visit their website at www.equilite.com or call 1-800-942-5483. For more information on the Winter Equestrian Festival, visit their website at www.equestriansport.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.

Photo:
Pamela Dickinson and Nitro Dunit won the Equilite Grooming & Conditioning Award during a Florida Reining Horse Association show held at the Jacksonville Equestrian Center. Equilite, makers of award-winning herbal animal health products and supplement blends including Sore No More®, awarded Dickinson with a tote filled with their products. (Photo courtesy of Laser Action Plus)