

Lookin' Good

By Barb Kastens, Editor

Grooming might be looked at by some of your customers as a chore, but if they really care for their animals, they probably realize that it's the best time to get to know them. It's a relaxing, refreshing activity for most horses, and helps create a bond between them and their owners.

Experts on the subject agree that grooming a horse should be like brushing your teeth. That is, a habit that is done every day. Regular grooming is recommended for a variety of reasons. It's particularly important to groom the horse before a ride, getting rid of any grit or grime that could get between the saddle and his skin and coat, causing irritation and possibly even sores. It's also the best time to check the horse over, looking for bumps, bruises and other



Taming Hair and Coat

The Smart Grooming Brand is a unique and designed for humane, safe and easy use. It is designed to tame thick tails into neat, tidy tail thins thick, unruly manes, (pictured) and Sr fine versions.

Scrub-a-Dub

Natures Balance Care Groomer is an all-natural, organic approved (OMRI) anti-fungal, anti-bacterial, anti-inflammatory skin scrub for skin conditions due to fungus, bacteria, fly and insect bites. Relieves itch and reduces inflammation without steroids or potential superbug procreation.



Also works as an effective wound irrigant. Natural ingredients are well known to be repugnant to flies, mosquitoes and insects. Add two droppers full to a bucket of warm water for an all over rinse. The one-ounce concentrate makes up to 49 ounces. Safe for lactating animals. www.NaturesBalanceCare.com

today that can and do help horse owners with their grooming routines. As a retailer, you may be feeling a bit overwhelmed by the profusion of new grooming products that are coming onto the market. Start by breaking these items down into sub categories, and then work at arranging your displays to reflect that order.

The Starter Kit

For most horse owners, the basics are going to be all that they need. A stiff-bristle and soft-bristle brush, a curry comb, a scissors, a hoof pick, a sweat scraper and a soft grooming cloth are a few of the basic items to get new horse owners started. Many companies offer pre-packaged grooming kits, but as a retailer, you can also get in on that action by creating your own kits of basic products, packaged in an attractive basket or a tack box. Make one kit with the basic tools mentioned above, and another "spa" kit with grooming products such as shampoos, conditioners and de-tanglers. Point new horse owners toward these starter kits, and offer them at an attractive price as a quick way to increase sales of these items