

April 2009

Stop-it-All in the News

[ZOOM NOTE: To clearly see this text, please use the '+' keys on the top of this screen to enlarge it to 100% or greater]

All **blocked out** areas are text/names/descriptions that may contravene Veterinary Medicines Directorate (VMD) regulation; text within [] has been inserted by this office.

EQUINE

Put a stop to it

Spring lets us look forward to getting out on our horse – but the possibility of illness can't be overstated

As winter thankfully draws to an end, the mud begins to dry up, the nights draw longer and our equine friends start to lose their winter woollies. For most, a sigh of relief can be heard, but for a significant few, the thought of midges and the misery they can bring to those who suffer sensitive skin can fill them with dread.

As our equine expert Angie Cooper points out, "Never having owned a sufferer of **summer itching** before, I was horrified when my young Welsh cob started to rub. Within a fortnight he had rubbed his forelock completely off, he was constantly trying to itch his stomach and had begun to remove his mane. As a show animal, he couldn't compete looking like this.

"I quickly purchased a fly sheet, mask and numerous lotions and potions all claiming to put a stop to the dreaded itching. The rug definitely helped, but his misery was still apparent. After discussing what was happening with a friend, she recommended trying Stop-it-All, which I did. The new product contains 100% vegetable oil, and within a week his fur had returned. He really enjoyed having it applied and you could see the relief it brought to him."

The success of Stop-it-All has become apparent throughout Yorkshire. Mrs C Tyler of West

Yorkshire is another user, who says, "For the first time ever, Stop-it-All is allowing my shire horse to enjoy the summer without being bothered by seasonal itching and flies. He can even go out in his field with his rug coverings. At last he has won his itching battle!"

Mrs R Beardwood, of Freyaleigh Kennels, Bradford, says, "Stop-it-All is fantastic! I have used it for the horses' flies and fungus; in the stable for flies when I had a horse on box rest; for my lambs' scours and even my kids' hair."

Karen Ruggles of Ruggles and Stop-it-All explains how the product works, saying, "Our whole ethos is to pioneer products that deliver results to the highest standards, but only with the gentlest ingredients – all our beloved animals trust us to use things that don't hurt them.

"It is also a key priority to source ingredients where something is given back to the original communities, where the footprint we leave behind is minimal. We would rather pay that little extra for organic and biodegradable products where we can. To us the details matter."

Retail prices start from £13.25 for a 250ml bottle, but mention Yorkshire



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