

## EXCITING NEW ADDITION TO THE KM ELITE HEALTH RANGE

**ULTIMATE OIL**  
THE FINEST BLEND OF COLD PRESSED OILS

KM ELITE PRODUCTS  
LEADING THE WAY  
HEALTH RANGE

- A blend of high quality oils providing more than **190 bio-active nutrients** including healthy ratios of **Omegas 3, 6, 9, and rare Omega 7**
- Sustainable source, contains **no cod liver oil**
- Relieves **itching and encourages hair growth**
- Nourishing the body with essential fatty acids, minerals, plant sterols, antioxidants, amino acids, antiviral, antibacterial nutrients and vitamins including **Vitamins A, B1, B2, B6, B12, B15, C, E, K**. Ingredients include oils from:

COCONUT RICE BRAN FLAX SEED SEA BUCK

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Ultimate Oil is the next generation in oil supplementation. Ultimate Oil is a blend of high quality oils providing more than 190 bioactive nutrients including healthy ratios of Omegas 3, 6, 9 and rare Omega 7 - nourishing the body with essential fatty acids, minerals, plant sterols, antioxidants, amino acids, anti-viral, and antibacterial nutrients and vitamins including Vitamins A, B1, B2, B6, B12, B15, C, E, K.

All the oils in Ultimate Oil are of the highest quality, easily biologically absorbed by your horse and are included at specific levels for specific reasons so they work together, creating a synergetic effect for the total health and wellbeing of your horse. One of these effects is the balance and ratios of essential fatty acids Omega 3 and Omega 6.

It is important to remember that horses need a balance of both Omega 3 and Omega 6 fatty acids for optimal health and performance. It isn't necessarily so that one is better than the other - they simply have different roles in the body and must be in balance with each other for optimal health and body function. Omega 3 is in responsible for repairing cellular walls and maintaining a fluid and efficient waste-nutrient transfer. It's also critical for brain function, and is instrumental in cleaning up after an injury has healed, acting as a potent anti-inflammatory. Omega 6 on the other hand, is responsible for causing inflammation and immune system reactions, which is necessary to stabilize injuries and fight off infections.

As herbivores and nomadic grazers, horses are naturally adapted to a diet rich in Omega 3 fatty acids (ALA). These can be digested easily with positive effects on the horses' system, but the ratio of Omega 6:3 must be kept in balance when additional oils are added to their diet. Cereal grains such as barley, oats, wheat and maize all contain high levels of Omega 6 compared to their Omega 3 levels, as do most oils like sunflower, corn and soya oil. Ultimate Oil contains a ratio of 1:1.4 (Omega 6 to Omega 3) helping to keep a healthy balance.

Ultimate Oil contains no fillers, bulking agents or cheap carrier oils, all the ingredients are of the highest quality and are there for a specific reason.

Ultimate oil contains no cod liver oil or fish products and is therefore a more natural product for your horse. Horses are herbivores and not designed to eat fish. Our oils are also from sustainable sources and have no chance of containing contaminated substances like heavy metals that can occur in fish oils.

As you can see from the list of ingredients in Ultimate Oil any one of them fed on its own would give good results for the health and wellbeing of your horse. Combine them together and you get the Ultimate in oil supplementation delivering fantastic results for the health and wellbeing of your horse.

The Ingredients in Ultimate Oil are;

Flaxseed oil  
Coconut Oil  
Rice Bran Oil  
Sea Buckthorn Oil



Flaxseed oil contains an essential fatty acid known as alpha-linoleic acid, or ALA. This fatty acid belongs to the Omega 3 group of lipids. Flaxseed oil is unusual among oils as it contains considerably more Omega 3 than Omega 6, therefore is fantastic in helping to address the imbalance of the ratios of Omega 6 to Omega 3, which in the modern horses diet is a common problem.

Flaxseed oil is obtained from the gentle cold pressing of dried ripe seeds of the flax plant. Of all the vegetable oils, Flaxseed oil (or Linseed Oil) has the highest levels of Omega 3 fatty acids. The Omega 3 fatty acid in Flaxseed oil (ALA), has been shown in research to help to tackle stiffness, the circulatory system and aid the ability to fend off immune disorders, making it ideal as a nutritional supplement. The equine diet has changed over the years as much as the human diet has and Omega 3 and 6 are not always as balanced as they should be. Any imbalance can affect the general wellbeing of your horse.

The Essential Fatty Acids (EFA) contained in Flaxseed oil ensures basic cellular health, and is as important to the health of our horses as vitamins and minerals. EFAs help cells form and function correctly and they are responsible for helping the body perform biological functions. Another benefit of Flaxseed oil is the effect it has on the coat. If your horse suffers from a dry or very dull coat, fatty acids help to improve the texture of the coat, making for a fuller, shinier appearance. While it may seem superficial, a dull coat can often be a sign of other health problems.

Flaxseed oil will not only improve your horse's coat and produce a gorgeous shine, but it can also help with skin problems - Flaxseed oil has even been shown to help with sweet itch. Flaxseed oil can help to reduce the build-up of lactic acid in muscles, which is a common cause of fatigue in performance horses. Research has indicated that supplementing a horse daily with Flaxseed oil will, over time, have a beneficial effect on horses with stiff joints.

In summary, some of the benefits of feeding Flaxseed oil are;

- Improved skin and coat condition
- Fewer skin allergies
- Fighting sweet itch.
- An important aid to a healthy digestive system
- Supports mobility and flexibility
- Supports healthy tissues
- Supports the immune system

Rice Bran Oil is not only high in slow release energy and essential fatty acids, it is one of the few natural sources of Gamma-oryzanol and Ferulic acid. Gamma-oryzanol is a rice bran derivative with two major active molecules, sterol and ferulic acid.



RICE BRAN

Trials in the U.S.A., Japan and Australia have shown the positive results that gamma-oryzanol has on weight gain and performance. Gamma-oryzanol also stimulates the body's endocrine system resulting in increased metabolism of fat and increased synthesis of protein. This, in turn, leads to increased lean body mass ie - "increased muscle to fat ratio" with better muscle definition in the rump, neck and over the withers.

Another study has shown gamma-oryzanol to reduce the risk of gastric ulcers caused by stress, while at the same time maintaining gastrointestinal motility. The gamma-oryzanol / ferulic acid molecule is a fat soluble material which means that like the fat soluble vitamins A, D, E & K, fat is required for it to be efficiently metabolised in the equine digestive tract. The gamma-oryzanol in rice bran oil is in its natural state and, therefore absorbed far more efficiently than powdered forms of gamma-oryzanol.

Rice bran oil also contains tocotrienols (nature's most active antioxidants) and is also an abundant source of the primary antioxidants (Vitamin E) including alpha, beta, gamma and delta tocopherol isomers as well as the most active of all antioxidants - the tocotrienols.

The importance of natural antioxidants in rice bran oil cannot be underestimated as they serve to deactivate certain molecules known as free radicals. Free radicals are the natural by-products of many oxidative metabolic processes within cells. In horses, free radicals usually come in the form of O<sub>2</sub>, the oxide molecule and if allowed to go unchecked can cause damage to cell walls, certain cell structures, and genetic material within the cells.

Hard working horses with high metabolic work rates produce large amounts of metabolic by-products, which include free radicals. The addition of antioxidants to the equine diet is of benefit in neutralizing free radicals and accordingly has a positive effect on muscle integrity, the immune system and indeed the general health of the horse.

With the high calorie demands of elite performance horses, oils play an important role in maximizing feed efficiency due to their energy dense nature. Rice bran oil contains approximately 2.5 times more energy than most raw cereal grains. Rice bran oil is also almost entirely absorbed in the horses' small intestine resulting in a cool, non-heating form of energy that is safe to feed to all classes of horse. Being able to reduce the amount of grain required to meet a horses' energy requirement by the addition of rice bran oil, reduces the 'sugar high' associated with high grain intake and subsequent behavioral problems.

The high concentration of 'cool' energy provided by rice bran oil also makes it ideal for horses undertaking sustained aerobic activity such as endurance. This is largely due to the fact that the horses' body is particularly efficient in metabolising fat aerobically at this level of exercise intensity, and as such, produces less lactic acid. Older horses too can benefit from rice bran oil as a cool energy source particularly as it is easily digested in the small intestine.

From a thermogenic (heat producing) point of view, the addition of rice bran oil will allow a horse to achieve its energy requirements with the production of less metabolic heat. This is of particular benefit to horses in warmer climates, and of course during summer.



COCONUT

Coconut oil – a healthy oil, was once believed to be unhealthy because of its high saturated fat content. It is now known that the fat in coconut oil is unique and different from other fats and possesses many healthy benefits. It is now being recognized as a nutritious health food - one of the healthy fats.

One big difference between coconut oil and many other oils is its size. Most oils are long chain fatty acids or LCFA. But Coconut oil is a medium chain fatty acid, or MCFA.

The vast majority of oils in our diets, whether they are saturated or unsaturated are made up of long-chain fatty acids (LCFA). More than 98 % of all the fatty acids consumed are long-chain fatty acids (LCFA).

The size of the fatty acid is extremely important. Why? Because our bodies respond to, and metabolize, each fatty acid differently, depending on its size. So the effects of MCFA in coconut oil, are very different from those of the more common LCFA.

MCFA are very different from LCFA. MCFA help to lower the risk of both atherosclerosis and heart disease. It is primarily due to the MCFA in coconut oil that makes it a healthy fat and beneficial to our health.

There are only a very few good dietary sources of MCFA. By far the best sources are from coconut oil.

A lot of research on the nutritional and medicinal benefits of coconut oil has surfaced in recent years. Much of that research has classified coconut oil as a "functional food," which provides health benefits over and beyond the basic nutrients. In other words, it is a healthy fat! specifically identifying lauric acid as a key ingredient in coconut oil.

Coconut oil typically contains 49% Lauric Acid, 18% Myristic Acid, 8% Palmitic Acid, 8% Caprylic Acid, 7% Capric Acid, 6% Oleic Acid, 2% Stearic Acid and 2% Linoleic Acid (Enig 2000). Coconut oil is fundamentally dissimilar to many other fats typically fed to horses, in terms of fatty acid composition, degree of saturation and high content of medium chain fatty acids.

Coconut oil, and specifically lauric acid is said to possess antibiotic, antiprotozoal, antifungal, antiviral and anticarcinogenic properties. Whilst some of these claims are only supported by anecdotal evidence, lauric acid has been scientifically proven for its antibiotic, antiviral, antifungal and antiprotozoal actions (Kneiflova et al 1992; Sutter et al 2000). Hence, coconut oil may have beneficial traits, which extend beyond the realm of simple nutrition.

### **SEA BUCKTHORN OIL**

Sea buckthorn is a deciduous, thorny plant that grows primarily in Europe and Asia. The oil of the sea buckthorn berry is extracted from either the pulp of the fruit or from the seeds. Clinical trials and scientific studies during the 20th century confirm a number of medicinal, nutritional and topical benefits of sea buckthorn oil that have been recognized around the world for centuries.



SEA BUCK

Historic records indicate that the ancient Greeks as early as 212 B.C. knew about the healing properties of sea buckthorn, including the fruit, seed and oil. The Greeks used it in a diet for racehorses and thus it gets its name hippophae, which means "shiny horse."

It is important to note that no one nutrient makes sea buckthorn a wonderful choice for health and wellness. Sea buckthorn has so many health promoting properties stemming from its vast nutritional profile that singling out any one component, such as the highly coveted Omega-7 fatty acid, is actually doing the Super Berry a dis-service. It's the synergistic effects of well over 150 phytonutrients and active components that make this fruit so beneficial for health.

The high levels of Omega-7 within sea buckthorn have been found to have amazing healing properties for the body, particularly tissue health. It rejuvenates and heals tissues inside the body. Omega 7 coats the gastrointestinal tract and reduces inflammation to soothe dietary distress and discomfort while nourishing mucous membranes.

Sea buckthorn is host to a complex network of antioxidants, including Superoxide Dismutase (SOD). SOD is a super antioxidant that repairs cellular damage caused by free radicals. Therefore, it is an effective tool to prevent cancer and age-related damage tissues. SOD is a powerful anti-inflammatory and helps reduce inflammation in the body that can lead to joint and gastrointestinal disorders.

Sea Buckthorn contains unusually high amounts of Vitamins C and E, as well as flavanoids. The fantastically high carotene content of these berries results in their notable orange coloring. Vitamins C and E have been known to boost immunity, slow or prevent macular degeneration, and improve overall cardiovascular health. Flavanoids additionally help to fight free radicals. In total, these antioxidants have proven to be noted preventers of several forms of cancer. No other fruit has such a makeup, and very few known naturally occurring foods are so loaded with Vitamins C and E along with flavanoids and other essential fatty acids.

The small, yellow-orange to red berry is an abundant source of vitamins, amino acids, fatty acids and 27 trace elements. Sea buckthorn oil contains many nutrients and bioactive substances, including 14 essential vitamins, polyphenols, carotenoids, flavonoids, essential fatty acids and trace elements including zinc, selenium, manganese and iron. Many of these constituents help build, restore and improve immune function.

The combined action of nutrients in sea buckthorn oil provides integrative anti-cancer properties, according to a description on the Drugs.com website. It blocks the carcinogenic effects of certain substances and prevents the growth of cancer cells. The antioxidants in the oil prevent free-radical damage and cancer-cell formation. The seed oil increases antibodies and strengthens the body's resistance to cancerous mutations.

Sea buckthorn oil also contains numerous anti-inflammatory and anti-ulcer substances, providing benefits for gastrointestinal health. Laboratory studies confirm the efficacy of the seed oil for the treatment of gastric ulcers. The oil also provides a protective coating inside the stomach and intestines, preventing the damaging effects of pathogens.

Cardiovascular disease is closely related to free-radical damage of the arteries and high blood fat. Sea buckthorn oil minimizes the effects of free radicals and reduces blood fat levels. It is a rich source of fatty acids that are conducive to heart health, especially oleic and linoleic acids. Both are known to reduce cholesterol, regulate blood pressure and inhibit blood platelet aggregation.

Sea buckthorn oil contains phytosterol, Vitamin E, beta-carotene, antioxidants, and carotenoid which help skin repair and heal wounds and abrasions. It also contains Quercetin, which is believed to help reduce allergic reactions on the skin.

## PRICING:

Ultimate Oil is available in three size 1litre, 5litres and 25litres. It should be available for despatch w/c 15<sup>th</sup> April Pricing is as follows:

- 1 litre - Trade £6.93 RRP £9.99
- 5 litres - Trade £22.06 RRP £32.99
- 25 litres - Trade £99.60 RRP £143.99

These will be delivered in custom made boxes which should be available in approximately 4 weeks and will be introduced as soon as possible.

1 litre x 12, 5 litre x 5 or 25 litre drum

**Please order in full cases as these are easier to pack - 5 litre can be mixed oils.**

## DON'T FORGET THE OTHER KM ELITE OILS



Trade/Retail Prices -  
5 litres - £7.75 / RRP £12.00  
25 litres - £35.00 / RRP £49.99



Trade/Retail Prices -  
5 litres - £8.75 / RRP £12.99  
25 litres - £39.00 / RRP £55.00



Trade/Retail Prices -  
5 litres - £14.80/RRP £22.98  
25 litres - £65.00/RRP £84.99

## EQUINE AMERICA UPDATE

You may have noticed that Fly Repel Spray and Sooth Itch Cream are now part of the Equine America product range. Both these products were previously marketed by KM Elite Products but have proved their effectiveness and now enhance the Equine America product range.

### FLY REPEL SPRAY - 750ml

Equine America's Fly Repel Spray has a new improved formulation which contains Lemongrass Oil, Teatree Oil, Lavender Oil, Citronella Extract and Ethyl Buthanol.

Specially formulated for horses and ponies, this fly repellent gives superior natural protection from troublesome biting flies and can prevent the diseases they carry. Fly Repel Spray is an essential horse care health product for long lasting fly deterrent.



Sales and testimonials have been very encouraging showing superior performances in tests against DEET and NEEM. The natural ingredients (see below) allow safe use for both horse and rider. Take care when applying around the eyes.



Fly Repel Spray is a much safer, more humane alternative to products such as DEET which can cause many side effects which may harm your horse.

Ingredients:

Citrapel Extract - Citrepel is a great natural fly repellent based mainly on eucalyptus oils. Its effectiveness has been improved through increasing the levels of known actives within the natural oils. Citrepel is effective against midges, sand fly, horse fly, stable fly and ticks, as well as mosquitoes. The results of independent toxicity studies indicate that Citrepel, containing the active PMD, as well as having a very low level of toxicity is safe and non-irritant when formulated as an insect repellent.

Tea tree Oil is one of many herbal/plant solutions which can be used to sooth horses, but can also be a highly effective treatment for a wide spectrum of ailments. It has been proven that tea tree oil is highly effective on horses and it helps to avoid irritation when applying certain products. Tea tree oil is an essential oil distilled (steam distillation process) from the leaves of the paperbark tree species - *melaleucaalternifolia*.

Lavender Oil - This oil has a unique floral-herbaceous aroma and its relatively safe and gentle aromatherapeutic action make it one of the most important aromatherapy essential oils. Aromatherapists name lavender as an indispensable oil with properties unequalled by other essential oils. It is second to none for burns. It's antiseptic and analgesic properties help prevent scarring. It is also an excellent addition to a balm or salve for sore, tired muscles, relieving inflammation and pain.

Lemongrass Oil - Revitalizes the horse and is a great overall tonic for the body. It is known to boost the parasympathetic nervous system, which is a great benefit when recovering from illness, as it also stimulates glandular secretions. It is a broad spectrum antiseptic with high levels of biocidal activity in fighting against bacteria, fungi and insects.

Trade £7.32 / RRP £12.99



#### SOOTH ITCH CREAM - 500gm

Equine America are proud to put their name to this effective product which relieves itching, aids healing, soothes and encourages natural hair regrowth.

Sooth Itch is highly recommended for sweet itch, and over the last few years has had amazing results with some extremely positive feedback. As the product is completely natural it can be safely applied by hand to the horse's affected areas. It also works as a fly repellent and can be easily applied directly to the skin of horses and ponies.

Sooth Itch contains a complex of ingredients including Pure Lavender Oil, Pure Tea Tree Oil, Pure Chamomile (Roman) Oil and Citrepel for midge control.

Most of the ingredients are described above in the Fly Repel information, but one additional oil of note is chamomile.

This widely used, highly versatile ancient herb with its intriguing aroma, possesses strong sedative, tonic and pain relieving properties. Effective in combating nervousness, sensitivity, worries and stress, it also promotes relaxation, sleep and a sense of calm and peacefulness while restoring your horse's body to health.

Trade £9.02 / RRP £15.99