



# Introducing **FORMULA 707** **CALMING ESSENTIALS** **PELLETS**

## Help for nervous, high-strung, or muscle-tight horses

A horse that's nervous, jumpy and easily distracted is hard to train, difficult to work with and dangerous to be around. While some horses are born nervous, others may suffer from deficiencies of thiamin or magnesium.

### Symptoms of magnesium and thiamin deficiency

Among the symptoms of low magnesium are nervousness, muscle tremors, a lusterless hair coat and intolerance to work or exercise; thiamine deficiency may be expressed in nervousness, irritability, excitability, elevated blood lactate and pyruvate, and muscle cramping. Both are more likely to occur in horses on a high-carbohydrate (i.e. high-grain) diet.

New Formula 707 Calming Essential Pellets uses premium quality magnesium oxide to maximize bioavailability and combines it with two of the agents best known to have a calming effect in horses: thiamine and L-tryptophan.

### A three-part solution

Thiamine, a vitamin of the B complex, has long been known to have a calming effect on some horses when used in higher doses of 500+ mg/day. Dietary thiamine requires magnesium to be converted to its active form within the body and works with supplemental calcium to achieve its calming effect.

L-tryptophan is an essential amino acid used in humans to combat depression, anxiety and insomnia. A vital precursor to serotonin and melatonin, important neurotransmitters associated with behavior, L-tryptophan is widely used in equine calming agents.

Taken together on a daily basis, the three-part solution of magnesium oxide, thiamine and L-tryptophan in Formula 707 Calming Essentials can help muscle-tight horses relax and focus on their work or training.

### Try it on your horse

Nervousness and excitability can make an otherwise good horse difficult and dangerous. Formula 707 Calming Essentials might be just the solution you need to quiet high-strung horses for improved safety, enjoyment and peace of mind.

Since 1946

# **FORMULA 707**

**800-525-8601**

401 North First Street  
La Salle, Colorado 80645  
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# CALMING ESSENTIALS

## PELLETS

### Two vets comment on new Formula 707 Calming Essentials™

As part of the Formula 707 product research process, we enlist veterinarians to use our products and prescribe them to their own clients. Before we brought Formula 707 Calming Essentials™ to market, two of the vets on our team tried the product on their own horses as well as the horses of those clients they thought it may help.

“I think Calming Essentials definitely made a difference in the horses we tried it on,” said Dr. Joe Stricklin of Greeley Colorado. “Most of them are quite a bit quieter around the barn and seem to be riding quieter as well.”

#### Overall quieter, calmer and more relaxed

Dr. Stricklin said that after two to three weeks on Calming Essentials, the horses he observed seemed more relaxed. He said one barrel racing horse he tried it on had seen improvements in behavior, with no loss of performance.

“It’s hard to quantify,” he admitted, “but they seemed generally less skittish, easier to halter, and less likely to be scared or jumpy. Overall, they are quieter and calmer and more relaxed.”

Dr. Stricklin said Calming Essentials had made a noticeable difference on his own horse. “My horse is a heeling horse,” he said. “I’ve taken him to two or three events since he’s been on Calming Essentials, and he seems a lot quieter and easier to handle in the box.”

#### Another heeling horse helped

Another heeling horse Calming Essentials made a difference for belongs to Dr. Caroline Graham of Crosby, Texas.

Dr. Graham said she researched and bought what she thought would be the perfect roping horse, a nine-year-old Quarter Horse gelding named Huey, living in Arizona. But the long trailer ride and big change in environment, diet and climate played havoc with Huey’s system, she said.

“When we got him home, he was just a nervous Nelly,” she said. “He was excited and nervous all the time, always looking around at what was going on. He wasn’t eating; he had a poor hair coat. He was a mess. We couldn’t take him to any roping events.”

#### An eating machine

Suspecting ulcers, Dr. Graham tried him on GastroGuard® and Formula 707 Gastro Essentials™ in addition to putting him on the Calming Essentials just arrived from Formula

707. He quickly began to recover and became, in her words, “an eating machine”.

“When we took him home to Texas, his whole world changed,” Dr. Graham said. “The change may have made him nervous and the nervousness may have caused ulcers, but now he doesn’t look around, he doesn’t whinny; he’s calmer and more easy going. Now he’s the horse I purchased in Arizona.”

Dr. Graham admitted she was a fan of Formula 707, and used Formula 707 Daily Essentials™ and Joint Essentials™ with all nine of her horses in addition to other Formula 707 products.

“I think they just make great products,” she said. “I love the stuff.”

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