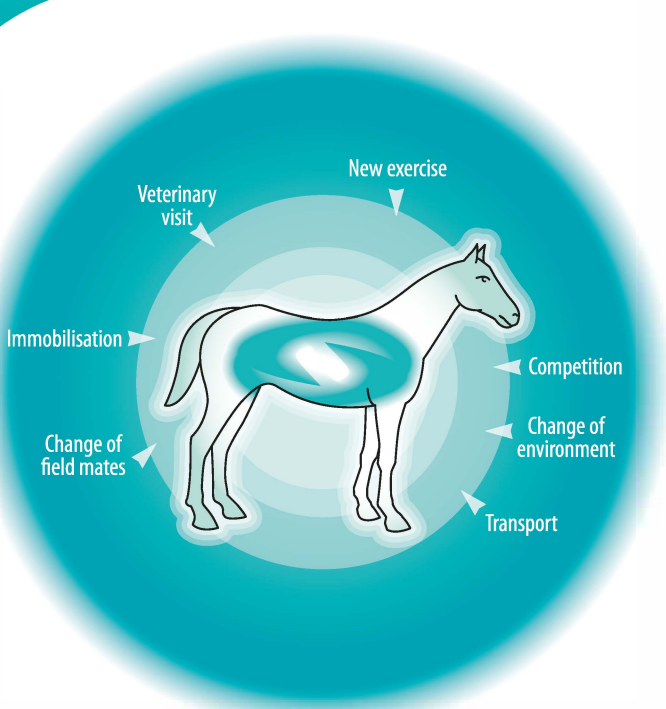


Different solutions for behaviour management in the horse



- Every new situation creates a fright reaction in the horse¹**
 In his natural habitat, the horse's status is that of a prey animal. As a result, his senses are very developed and he has a natural propensity to flee what he considers to be danger. On the long term, these reactions can have behavioural and physical consequences.
- It is possible to modulate these reactions via to the learning process**
 The horse's ability to learn has been widely demonstrated. When faced with a stimulus, the horse's reactions can change thanks to a learning process that may be variable in time length and dependent on the difficulty of the exercise.
- How to face a threatening situation in order to avoid consequences in the long term?**
 There are 2 methods:
 - **Calm** the horse in order to taper the response to a threat
 - Optimise the **learning** of the horse while improving his concentration
- Anticipating threatening situations**
 It is essential to handle new situations with increased precautions (first dental check, first time travelling in a van...). Reassuring the horse and facilitating the learning process of the horse during these periods should be **the priority**.

1 - De Kermenguy, 2007
 2 - Boureau, 2005 ; Miller, 2009

Before choosing the solution, it is essential to define the end goal. Audevard offers solutions that correspond to the needs of each and every horse and their client.

		Complementary feed	External use	Complementary feed
		ZZEN	CONFIDENCE EQ	ZZEN FLASH
		Daily management	Punctual behaviour support	Punctual management
GOALS		Daily management	Punctual behaviour support	Punctual management
SITUATIONS (examples)	DAILY ROUTINE/ EXERCISE	<ul style="list-style-type: none"> • Stable vices • Immobilisation (musculoskeletal, colics...) • Lack of concentration while training or during competitions • Mares in season 	<ul style="list-style-type: none"> • Veterinary, dentist or farrier visit • Clipping, hosing, transport • Occasional competition or hacking • Breaking and backing of the young horse 	<ul style="list-style-type: none"> • Veterinary, dentist or farrier visit • Clipping, hosing, transport • Occasional competition or hacking
	BREEDING	<ul style="list-style-type: none"> • Difficult mare or stallion during mating event • Stallion during breeding season 	<ul style="list-style-type: none"> • Weaning (mare and foal) 	<ul style="list-style-type: none"> • Occasionally difficult mare or stallion during the breeding season
COMPOSITION and INSTRUCTIONS FOR USE		Oral solution mixed in to daily ration A 50ml dose contains: <ul style="list-style-type: none"> • <i>Bacopa monniera</i> • Magnesium chloride • Tryptophan • vitamin B6 • vitamin B12 • Folic acid 	Gel in unidose stick to be applied in each nostril 30' prior to situation. <ul style="list-style-type: none"> • Maternal pheromone analog (<i>Equine Appeasing Pheromone</i>) 	Oral paste to be administered 1h before situation A syringe contains: <ul style="list-style-type: none"> • <i>Angelica archangelica</i> • Tryptophan • Magnesium chloride
KEY POINTS		Comprehensive management and inputs covering nutritional imbalances	Targets the learning ability and concentration while reassuring the horse	Fast calming action



AUDEVARD is now distributing Confidence EQ in Europe, Natural solution made with pheromones

The inspiration to expand our range

- Behaviour in the horse is an expanding area in veterinary medicine.
- Challenges that are sometimes difficult to identify but nevertheless often encountered by our clients (breeders, trainers and owners).

▶ Each situation requires an adapted solution to cater to your client's needs



The discovery of the *Equine Appeasing Pheromone* (EAP)

- Research carried out on the horse after proven efficacy of pheromone usage in other production and domestic animals (*Dog Appeasing Pheromone* (DAP) and *Feline Facial Pheromone*).
- A substance naturally secreted by the mare from her sebaceous glands located near her udder, after parturition.

▶ EAP reassures the foal and helps it become familiar with it's environment

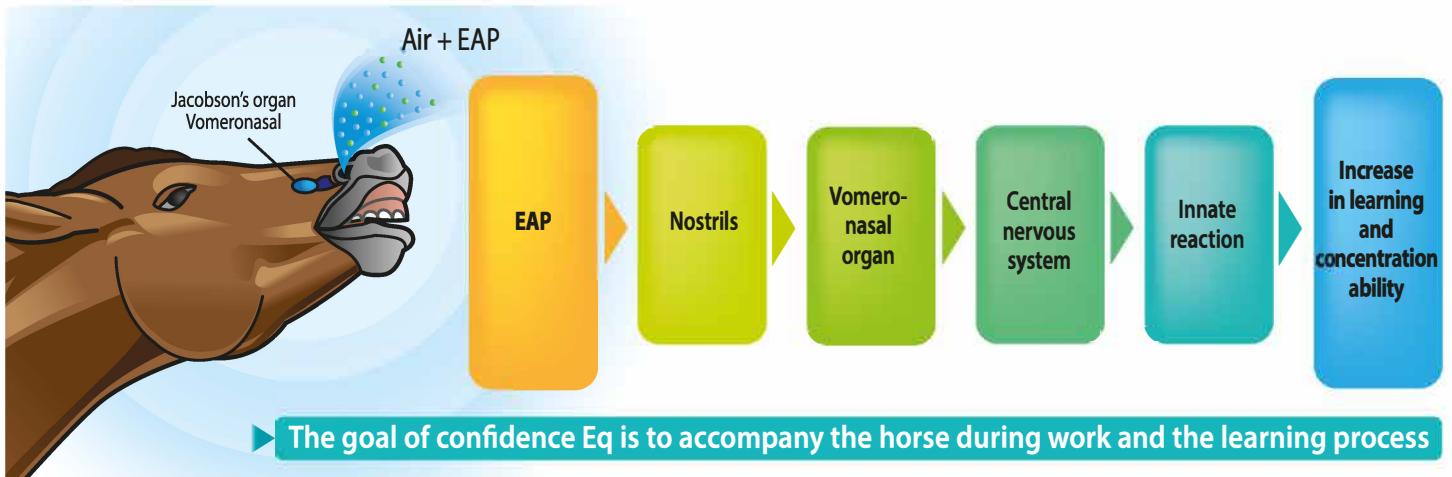
The development of **Confidence EQ**

- Supported by 20 years of research in all species and 300 patents.
- Effects on the learning ability of the horse clearly demonstrated.

▶ Confidence EQ is a unique solution containing an EAP analog



Confidence EQ: Mode of action in the horse



▶ The goal of confidence Eq is to accompany the horse during work and the learning process

Confidence EQ: a veterinary solution

- A unique mode of action that requires veterinary expertise.
- A scientifically validated solution for the management of behaviour in the horse.

▶ Confidence EQ allows you to position yourself at the forefront of a growing market