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**THE MASTERSON METHOD PROUD TO PARTNER
WITH ABSORBINE FOR THE GOOD OF THE HORSE**

Fairfield, Iowa, – Oct. 3, 2019 – The Masterson Method® is celebrating five years of partnership with the Absorbine® brand. They originally launched the partnership at the World Equestrian Games in Normandy where Jim Masterson served as the official equine massage therapist for the United States Equestrian Endurance Team.

“I am proud to continue to partner with Absorbine, a brand that has been helping owners maintain their horses’ health and comfort since before I was born,” Masterson said.

“I used Absorbine Veterinary Liniment® and Bigeloil® to relieve soreness and tension on the body after a hard workout back when I was grooming show jumpers, and still do. And it works even better on the horses! I recommend all Absorbine products to horse owners as an excellent step toward having a more comfortable horse that performs at his best.”

The Masterson Method has grown since they first launched their relationship with Absorbine in 2014. Masterson’s “Beyond Horse Massage: A Breakthrough Interactive Method for Alleviating Soreness, Strain, and Tension,” published by Trafalgar Square, has become the No. 1 bestseller on Amazon in the equine veterinary category. The book has been translated into Spanish, French, German, Polish and soon to come out in Japanese.

Over 5,000 people have attended Masterson’s introductory Beyond Horse Massage Weekend Seminars around the world and hundreds of Masterson Method practitioners and instructors have become certified. The Masterson Method has added specialty coursework for veterans and certification for equine-assisted learning and/or therapy professionals or volunteers.

Masterson has become a popular featured clinician at horse expos around the globe, including Equine Affaire, Equitana in Germany, Australia and New Zealand, Your Horse Live in the U.K., and Midwest Horse Fair and the Western States Horse Expo.



“Absorbine’s relationship with The Masterson Method is a natural fit,” said Amy Cairry, director of marketing for W. F. Young, manufacturers of Absorbine products. “Jim’s breakthrough but simple concepts are all focused on helping the horse to relieve tension, feel more comfortable and improve their relationships with owners and handlers. Sharing The Masterson Method educational content is a wonderful benefit for Absorbine customers.”

ABOUT THE MASTERSON METHOD

The Masterson Method was developed by Jim Masterson after many years as a professional equine bodyworker. It is an interactive approach to equine massage in which the horse is an active participant. The practitioner learns to recognize and use the responses of the horse to their touch. Through the horse’s response, the practitioner is able to locate and relieve tension in key junctions of the horse’s body that most affect performance. It is something done *with* the horse, rather than *to* the horse.

Anyone can learn The Masterson Method. For horse owners, horse caregivers and equestrians, The Masterson Method can deepen the bond between horse and human. It is a significant way to improve performance, open new levels of communication and develop the horse’s trust.

Countless testimonials tell the stories of horses and humans that have been forever transformed for the better by The Masterson Method. Read Masterson Method participants’ testimonials [here](#).

For more information visit MastersonMethod.com.