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Jim Masterson to Share Techniques to Help Horses at Equine Affaire

Meet Masterson at Equine Affaire at a book signing and meet-and-greet hosted by Absorbine®

Fairfield, Iowa, – Nov 5, 2019 –Jim Masterson, founder of The Masterson Method® will be featured as a presenter at Equine Affaire Nov. 7-10 in Springfield, Massachusetts. He will demonstrate Masterson Method techniques to help owners relieve tension in the key junctions of the horse's body, and build trust with their horse. Masterson will be on hand for a book signing hosted by Absorbine®.

Thursday, Nov. 7, Masterson will demonstrate bodywork techniques for the front end of the horse at 2 p.m. in the Demo Ring at Mallory North and techniques for the hind end of the horse at 4 p.m. in the Cosequin Equine Fundamentals Forum in Mallory South.

Friday, Nov. 8, join Masterson for bodywork techniques owners can do to help horses affected by accident or injury at 1 p.m. in the Demo Ring at Mallory North. At 5:15 p.m., he will discuss mystery performance, movement and behavioral issues and how to identify their source and help your horse through bodywork.

Saturday, Nov. 9, at 11:30 a.m., join Masterson for a signing event of his book "Beyond Horse Massage: A Breakthrough Interactive Method for Alleviating Soreness, Strain and Tension," (Trafalgar Square) hosted by Absorbine® at their booth, No. 910 in the Better Living Building. "Beyond Horse Massage" is the No. 1 best-seller on Amazon in the equine veterinary category. The book has been translated into Spanish, French, German, Polish and will soon to come out in Japanese.

Masterson is celebrating five years of partnership with the Absorbine brand. They initially launched the partnership at the World Equestrian Games in Normandy,

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where he served as the official equine bodyworker for the United States Equestrian Endurance Team. The two brands are united in their work toward the good of the horse.

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 therapy professionals or volunteers.

Stop by The Masterson Method booth No. 844 in the Better Living Building at Equine Affaire and meet Masterson and Masterson Method practitioners and instructors. Find out more about The Masterson Method and how it can help you form a deeper connection with your horse.

Masterson is 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., Midwest Horse Fair and the Western States Horse Expo.

"I just returned from the U.K. and we now have close to 200 people working on their fieldwork to become Masterson Method practitioners," Masterson said. "It's exciting and humbling, but most of all, I am happy to know so many horses will benefit. I look forward to sharing The Masterson Method at Equine Affaire!"

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 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 care givers 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](#).

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About W. F. Young / Absorbine®

Founded in 1892 by Wilbur Fenelon Young and his wife, Mary Ida, W. F. Young, Inc. has manufactured and distributed quality health care products for 125 years. The company is recognized as a worldwide leader in innovative, specialized animal health care brands – including Absorbine® Veterinary Liniment, UltraShield® fly control, ShowSheen® grooming products, Leather Therapy® leather care, Hooflex® hoof care, as well as Absorbine® and The Missing Link® supplements – that improve wellness and enhance the quality and enjoyment of life for people and their animals. For more information, visit www.absorbine.com.

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About Equine Affaire

Equine Affaire is North America's premier equine exposition and equestrian gathering. Learn from and mingle with world-class trainers, coaches, competitors, judges and experts in the horse industry. Experience a wealth of equine and equestrian products at the largest horse-related trade shows in the nation. See dozens of breeds of horses from around the world. Buy a horse or sell one. Discover the right stallion for your mare or the ideal boarding, training or breeding facility for you and your horse. Experience the excitement of the Equine Affaire's signature performances and competitions. Interface with all facets of the horse industry while sharing your passion for horses with friends, family and fellow horse people. Immerse yourself in all things equine for four incredible days.

For more information go to: equineaffaire.com