

FOR IMMEDIATE
RELEASE

For more information or digital photographs, contact Alessandra Mele at amele@wfyong.com

Absorbine® and The Masterson Method® Partner for Complete Muscle and Joint Care

Two leaders in equine wellness join forces to promote a holistic approach to comfort

East Longmeadow, MA - For over 120 years, riders and trainers have trusted Absorbine® Veterinary Liniment to help relieve their horses' fatigued muscles, stiff joints, and arthritis pain. Recognizing that equine comfort takes a whole-body approach, Absorbine® announces its sponsorship of The Masterson Method® Integrated Equine Performance Bodywork®. This interactive method developed by Jim Masterson offers a unique approach to equine massage, promoting active participation between horse and handler to release tension and improve performance. The partnership between Absorbine and The Masterson Method has been formed in an effort to help educate horse owners on how they can more completely address stress in their horses' bodies, leading to top performance and a great attitude.

The Masterson Method was established by Jim Masterson as a system in which horse owners learn to recognize and use the horse's response to touch to find and release accumulated tension in key junctions of the body that most affect performance. In contrast to most traditional modalities of massage, it enables the horse to actively participate in the process of releasing tension. **Jim** has served as an Equine Massage Therapist for the 2006, 2008, 2010, 2012 and 2014 USET Endurance Teams, and for equine clientele competing in FEI World Cup, Pan American and World Games competitions.

Jim Masterson endorses Absorbine muscle and joint care products as excellent components in an integrated strategy for maintaining comfort and performance. "I use Absorbine® supplements for muscles, joints, and hooves on a day-to-day basis to maintain my horses' over-all health and comfort," Jim says. "I also use Absorbine® Veterinary Liniment on muscles and lower legs after they've been working hard to relieve the cumulative effects of soreness and tension on the body." Jim is an advocate for taking the complete approach to equine wellness, and recommends other

products in the Absorbine muscle and joint care line as well, including Bute-Less™ supplement and Absorbine Botanicals™ Natural Herbal Liniment. “I would recommend all Absorbine® products to horse owners as an excellent step towards the whole-horse approach to having a more comfortable and better moving horse,” Jim says.

Absorbine and The Masterson Method are pleased to kick-off their partnership at the 2014 World Equestrian Games in Normandy, France, where Jim Masterson will be attending as the Official Equine Massage Therapist for the USET Endurance Team.

Absorbine celebrates their sponsorship of The Masterson Method as an excellent addition to their long tradition of equine wellness. “Jim Masterson and his revolutionary method of equine massage align naturally with Absorbine products and our mission,” says Chris Jacobi, General Manager, Equine Division. “The Masterson Method’s innovative technique, concern for wellness, and celebration of the human–equine bond are qualities that our products can stand by, and we have witnessed the impressive results ourselves. We are excited to engage in this new partnership, and look forward to expanding the ways in which we offer superior muscle and joint care for horses.”

To learn more about the complete line of Absorbine muscle and joint care products, visit www.absorbine.com. To learn more about The Masterson Method, visit www.mastersonmethod.com.

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 over 120 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 and Hooflex® hoof care – that improve wellness and enhance the quality and enjoyment of life for people and their animals. For more information, visit www.absorbine.com.

Absorbine®, Bute-Less™, Absorbine Botanicals™, ShowSheen®, UltraShield® and Hooflex® are trademarks of W. F. Young, Inc. Masterson Method® is a registered trademark of James Patrick Masterson Integrated Equine Performance Bodywork® is a registered trademark of Masterson Equine Services Corp., Iowa W. F. Young, Inc., 302 Benton Drive, East Longmeadow, MA 01028

The AHP Newsgroup is a benefit of membership and provides members with press releases and

newsworthy items. On approval, submissions are sent from the AHP administrative office to the AHP-LIST of AHP member e-mail addresses. Submissions must contain information about an AHP member. Messages should be sent as text only in an e-mail message or Word doc. to ahorsepubs@aol.com. Attached files, such as PDF and images, will not be used. Messages may contain links, but please use the www or http:// that precedes the URL address. Images, logos or attached files will not be included or distributed. Members are urged to include contact information on image availability. Members are limited to two press releases per month. These news releases are also listed online at www.americanhorsepubs.org under AHP Newsgroup for easy reference.