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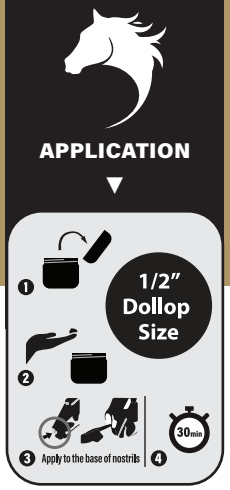
EquineZen™
Synthetic androstenone for topical use
for horses to mitigate stress and anxiety
From equine stress
to equine zen.

EquineZen™



Androstenone (5α-androst-16-en-3-one)
(0.001%)…….. 0.01 mg/mL
US Patent 9480688

For more than 4,000 years, humans and horses have forged a bond that shaped farming, transportation, and battle. The spirit of the horse continues to amaze and inspire, but helping horses through times of stress or fear, and maintaining safe and healthy human-horse interactions remains vital.

In mammals, signaling chemicals called pheromones trigger behavioral responses to factors such as danger, reproductive status, and bonding. The interomone effect refers to when a semiochemical has a pheromone effect on the physiology or behavior of another species. Olfactory perception in horses is a key component to their behavioral responses.[1]

EquineZen™ contains a synthetic androstenone, which can be sensed by horses and elicits a calming response.[2] In horses, the androstenone contained in **EquineZen**™ has been shown to:

- Trigger changes in the secretion of 5-HT and β-endorphin, which can result in increased tolerance to discomfort.[3]
- Improve compliance in human-horse interactions.[4]
- Enhance compliance and cooperation with riders.[5]
- Reduce undesirable response behaviors to an obstacle when being ridden.[5]
- Reduce negative behaviors at weaning.[6]

EquineZen™ helps promote desirable behaviors when horses are faced with stress such as:

- Transportation
- Foreign environments
- Training
- Social Mixing
- Environmental Stressors
- Weaning

Benefits

- **Convenient 2 oz and 4 oz jars** – no individual packs to tear and dispose
- **Easy to administer** – simply apply to the base of nostrils using your finger
- **Fast acting** – Starts working within 30 minutes after application
- **Safe for Competition** – Not a FEI Clean Sport Prohibited Substance

Using EquineZen™ the First Time

- **Some horses need to acclimate to a new treatment.** On your first use, consider letting your horse smell EquineZen™ before applying it. Note that some horses may shake their heads because they are not used to having an ointment put on their nose, especially the first time the product is used.

References

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2 Choi, Y., & Yoon, M. (2021). The expression of androstenone receptor (OR7D4) in vomeronasal organ and olfactory epithelium of horses. *Domestic Animal Endocrinology*, Volume 74, 106535, https://doi.org/10.1016/j.domaniend.2020.106535.

3 Choi, Y., & Yoon, M. (2021). The Effects of Androstenone on the Plasma Serotonin, β-Endorphin, and Cortisol Concentrations in Thoroughbred Horses. *Animals*, 11(6), 1694. https://doi.org/10.3390/ani11061694.

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5 Choi, Y., & Yoon, M. (2023). Efficacy of androstenone in reducing stress- or fear-related responses of horses during riding. *Journal of Veterinary Behavior*, Volume 69-70, Pages 19-23, https://doi.org/10.1016/j.jveb.2023.10.002.

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