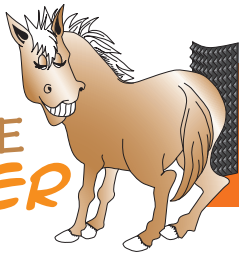


# THE EQUINE SCRATCHER



## FREQUENTLY ASKED QUESTIONS

### **What is The Equine Scratcher?**

The Equine Scratcher is a flexible, texturized 10.5" x 25" panel which, when mounted on pasture posts and stall walls, allows horses to safely scratch. Made of a durable polyethylene material, not rubber, this product will not pull your horse's hair. The Equine Scratcher's unique surface design also has no protruding nodules to bite, and allows horses to get a great rub even if they have a blanket on. Maintenance free and retailed for \$39.99 USD, The Equine Scratcher is truly a great value.

### **How will my horse benefit from using The Equine Scratcher?**

Whether it is from insect bites, boredom, grooming, or shedding, your horse will seek relief from an itch wherever he or she can get it. Unfortunately, many of today's modern day pastures and stables have eliminated horses' natural outlets to scratch, which can lead to broken skin, puncture wounds, or missing hair. The Equine Scratcher promotes horse wellbeing through safe scratching, which fosters circulation, increases blood flow, and releases endorphins in the brain, resulting in a feeling of happiness and reduced stress. Additional benefits for the horse owner include avoiding vet bills for puncture wounds and infected scratches, escaping costly fence repairs, and providing you with peace of mind knowing your horse is happy and comfortable. If you've seen your horse trying to relieve an itch, it is time to install The Equine Scratcher.

### **Do veterinarians recommend The Equine Scratcher?**

The Equine Scratcher is veterinarian endorsed. Equine practitioners and behaviorists feel The Equine

Scratcher is an important enrichment accessory which, when added to an animal's environment, promotes the freedom to express habitual behavior. Providing horses with a safe solution to scratch reduces stress and promotes horse wellbeing.

### **How do I install The Equine Scratcher?**

The Equine Scratcher panel can be installed vertically or horizontally on a flat surface indoors or outdoors. Stainless steel mounting hardware is included with purchase. On a curved surface, install the Scratcher vertically on a post 8" in diameter or greater. For applications in cold weather, warm the Scratcher to room temperature before installing.

### **Where can I buy The Equine Scratcher?**

The Equine Scratcher can be purchased in tack stores, through equine catalogs, or from online retailers. To find a retailer near you, please visit **www.fairmareproducts.com**. If you cannot find a local retailer, you may also order the product directly from our website.

### **About Fair Mare Products**

Fair Mare Products innovates and manufactures equine products designed to promote horse happiness and wellbeing. Products are offered as enrichment tools that provide opportunities and solutions for horses to engage in important natural behaviors, such as scratching, rubbing, playing, and bonding. Fair Mare Products are now available around the world for the enjoyment of happier horses and horse owners. For more information, please visit **www.fairmareproducts.com**.

