

ConfidenceEQ®

INSTILL
CONFIDENCE.



**Naturally reduce or
prevent equine stress.**

Applied directly to the nostrils.

A Natural Solution

Horses are sensitive to their environment and can overreact when faced with stressful situations such as:

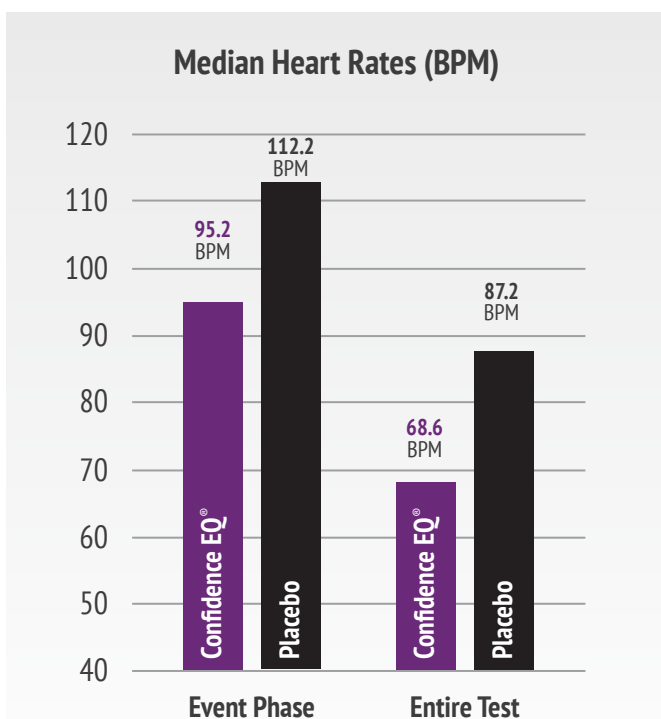


The Power of Pheromones

Confidence EQ[®] is an equine appeasing pheromone 1% gel that has been clinically proven to reduce stress in horses facing new and challenging environments. Pheromones are chemical signals exchanged between members of the same animal species. They are a form of communication that trigger various behaviors, such as alarm, reproduction, territory marking and mother-baby bonding. They are not odors or hormones, so they do not affect cell function.

Mares release an equine appeasing pheromone (EAP) towards their nursing foal. Confidence EQ[®] replicates this pheromone, offering the same behavioral benefits in horses of all ages:

- Provides reassurance and emotional stabilization.
- Signifies a safe and secure environment.
- Promotes focus and learning in training situations.



In a clinical study that included both rest phases and a controlled stressful event, horses treated with Confidence EQ[®] had significantly lower median heart rates and better performance during both phases of the study than horses treated with a placebo.¹



Mimics Mare Signal to Her Foal

By replicating the soothing pheromone signal a mare sends to her nursing foal, Confidence EQ[®] speaks to your horse in a language they instinctually understand.



See it at Work

Some horses may raise their upper lip after application, a reaction called the Flehman response; this natural behavior is how horses receive and interpret the pheromones, and could be the first indication that Confidence EQ[®] is working.



Clinically Proven to Calm

In a clinical study, horses treated with an application of Confidence EQ[®] had less stress as measured by heart rate, salivary cortisol, frequency of vocalization, fecal water loss and behavior.¹

Supporting Your Dedication to Horse Well-Being

Confidence EQ[®] pheromone 1% gel can help reduce the behavioral and physiological symptoms of stress in horses of any age.

- **Training tool** – Can be combined with behavioral and desensitization therapy.
- **No side effects** – A natural, cost-effective alternative to sedatives and tranquilizers.
- **Safe for competition** – Not listed on the FEI prohibited substance list.
- **Fast & long-lasting** – Takes effect in 30 minutes, lasts 2.5 hours, and can be reapplied as needed.
- **Single-use packets** – Ensure accurate dose every time.
- **Easy to administer** – No syringes, mixing food, pills or other uncomfortable application methods that can add stress to the horse.

Quick & Easy to Administer

Takes effect in 30 minutes, lasts 2.5 hours, and can be reapplied as needed.

- 1 Apply 30 min before stressful situation.



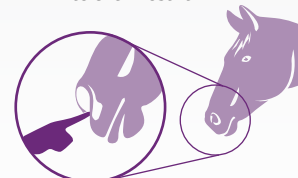
- 2 Open the gel packet.



- 3 Put gel on fingers.



- 4 Apply 1/2 of packet to each nostril



To learn more about Confidence EQ[®] visit www.ConfidenceEQ.com

Discover more of Bimeda's wide range of equine health products and pharmaceuticals at www.BimedaUS.com

Confidence EQ[®] is a registered trademark of IRSEA.

¹Effect of a synthetic equine maternal pheromone during a controlled fear-eliciting situation. C. Falwee et al, Applied Animal Behaviour Science, 101 (2006).

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