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Press Release

Lifeforce Helps Desdemona to be a Happier Horse

Felicia Davisons' showjumper, Desdemona has always been a horse that lives on the edge of her nerves, but with the help of a regular feed supplement she has become a much happier horse.

Based in Belvoir Country, Leicestershire the pair enjoy a successful partnership, competing both nationally and internationally at Small Tour Level.

Despite their success, the eight-year-old KWPN Warmblood has always found life stressful after starting her career later in life at six.

Said Felicia: "Mona has always been a stressy horse, getting very sweaty when worked, and with a mind that is constantly on the go. Generally she just doesn't take life in her stride."

Prior to Felicia discovering the supplement Lifeforce Elite, Desdemona was always fed a calming and a general vitamin and mineral supplement in an effort to make her more settled and help with her over all wellbeing.

This presented the dilemma of finding a supplement that is FEI approved, to enable the pair to compete internationally.

"After reading that Lifeforce Elite helps competition horses to manage stressful situations and is fully FEI approved, I decided to give it a go," added Felicia.

There was a dramatic improvement in Desdemona after just six weeks of being fed the Lifeforce, she was considerably calmer and happier in herself, with a much more trainable attitude at home.

Previously, Desdemona had a habit of dunking her haylage in her water bucket, which resulted in her stable always being dirty from the water she dribbled everywhere. This behaviour stopped completely.

Perhaps the best testament to the happiness of Desdemona was the duo winning the Newcomers section at Field House Equestrian Centre; this was the first competition they had entered after she had started to be fed the supplement.

Alltech's UK Marketing Manager, Isla Baker-Browne was thrilled to discover that Lifeforce had made such a difference to Desdemona's life: "It just goes to show what good gut health can do for a horse. The organic form of trace minerals in Lifeforce can be properly absorbed and stored in the body, unlike inorganic forms that can just pass through the digestive system offering little benefit."



Felicia, who rides and competes horses for a living said: "The supplement has definitely helped Monas' digestive system and helped transform her into a much happier horse."

"I have recommended Lifeforce Elite to all my friends and I am really looking forward to taking her out to compete in 2017."

Lifeforce Elite is specially designed for competition horses and those faced with stressful situations. It supports a healthy immune system, increases the availability of antioxidants and creates a healthy digestive environment.

Backed by more than 30 years of Alltech's scientifically proven, fully traceable technologies, Lifeforce Elite contains cutting edge ingredients that fully comply with competition standards, where consistency and safety are a top priority.

A 5kg tub of Lifeforce Elite provides a three month supply and retails at £120.

For further information visit www.lifeforcehorse.co.uk or telephone 01780 764512.

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