

May 2011

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Here comes summer!

Firstly apologies for the late arrival of the monthly Newsletter, it was a very busy month for the Pegasus team and we have plenty of exciting news to tell you about.

How is the weather where you are? In the UK we are getting dire warnings in the press about droughts and hay shortages and it can be daunting thinking about where we might be come the winter. But first we have the long, light evenings of the summer to enjoy. So enjoy your horses and fingers crossed the pessimists are proved wrong

Landmark development! Pegasus launches in the USA

We are proud to report that Pegasus is in the States! Earlier this year we met KC La Pierre, Head of Research and Development at the Institute of Applied Equine Podiatry, and demonstrated Pegasus to him and a group of his students while he was touring Europe.

KC was immediately impressed by the information he could pull from Pegasus and how this could help podiatry practitioners and their clients.

Being both a practical guy and a visionary thinker KC is the ideal partner to take Pegasus into the USA. Based in Florida, KC is an internationally acknowledged expert on the equine foot and his work is considered by many to be a major contribution in bringing the welfare of horses into and well beyond the 21st Century. With his formidable reputation and worldwide following KC

is perfect to spread the word of Pegasus to another continent. I am sure that future newsletters will be full of KC's exploits as he and his team awaken the equestrian community to the power of Pegasus.

As KC says there is a

their ability to paint a clear picture of gait, symmetry, and relating performance.

Having such data available on the spot offers the competitor an excellent edge on the competition, and aids the care giver in making important



growing demand for education from the concerned horse owner, trainer, farrier and veterinarian and this has led him to seek out innovative and useful products, such as those produced by ETB. The Pegasus line of products offers exceptional value in

decisions concerning the horse's welfare.

IAEP will be conducting one day clinics in the use of Pegasus products, offering demonstrations, attending national events, and actively working to establish distributors

May Active Rider Weekend at Somerford Park

Pegasus was once again present at the latest Active Rider weekend, held at Somerfield Park, near Stoke, a fabulous venue for a superb weekend of equestrian fun. Jane organises a weekend packed with education and fun activities for you and your horse. It must be what every horse-crazy rider dreams of – 48 hours of endless horsey

entertainment – you just need the stamina to fit everything in! Dressage, jumping, cross country clinics, check your balance on a mechanical horse, check the pressure your saddle on your horse's back, try some pilates, have a massage, and, of course, Pegasus is there to measure how your horse is moving.

And all this is backed up by Jane's team's warm hospitality and fabulous food. Even the howling wind and threatening rain did nothing to dampen the spirit – a very educational and enjoyable weekend for two and four legged participants alike.



Pegasus Demo for ACPAT physios at WHW, Snetterton

We travelled across to windswept Suffolk to show what Pegasus could do to assist the work of the physio. At the beautifully appointed WHW Hall Farm, Snetterton, we met a group of ACPAT physiotherapists who wanted to find out all about Pegasus.

Our demo horses were two ponies that WHW were rehabilitating with the aim of re-homing. While I might have arrived thinking we would only have poor sad specimens to measure, how wrong I was! Wilma and Paris might well have come to Hall Farm in dire need of help but, thanks to the dedication of the WHW staff, they now look the picture of health. We were told a little of their histories, and it became obvious that they still have emotional issues that are being resolved, but it was wonderful to know that there are such wonderful facilities where these traumatic cases can be brought and given a second chance at a happy life – which is what all our equine

friends deserve. Here's hoping that it won't be very long before Wilma and Paris find their happy ever after homes.

Jo Spears, who organised the day for us, explained that she spends two days a month at Hall Farm. On one of the days she assesses all the equines that the WHW staff think would benefit from her treatment, and on the second day she updates the programmes she has devised for the equines there.

With the wind threatening to blow us away, we measured the ponies being led, lunged and ridden, and retired as soon as we could to the luxury and warmth of the WHW conference room. There we spent the afternoon explaining and interpreting the results of the demos, and showing how differently the ponies moved their limbs depending on which rein they were circling, and what difference a rider made to their motion.

This generated much debate amongst the physios on what might be causing the asymmetries and what kind of exercises they might introduce, which was fascinating to listen to. I had no idea just how much tiny changes and exercises can make a huge difference, or how slowly some changes will take to improve some conditions.

We also had an absorbing debate about the potential effects when using trotting poles for different asymmetries, which made me more than ever convinced of the power that Pegasus could give to this industry by providing accurate, repeatable measurements. The completed reports from the day's demo have been sent to all the physios who attended, and we are looking forward to hearing their thoughts and views on our findings.

Equine Podiatry discovers the power of Pegasus

The Sexton's have become our first equine podiatry users in the UK and we are delighted to have them on board. Over the coming months they will start to quantify the effect that trimming has on a horse's movement, using of course the Pegasus system. As soon as we have some results we will let you know.

Pegasus bids a fond farewell to Jess

Jess Dilliott has succumbed to her "itchy feet" syndrome and has decided to take a break from Pegasus.

Canadian born Jess joined the company after completing her degree at Nottingham Trent University. Never one to let the grass grow under her feet, Jess has taken up an offer to visit Australia for the next twelve months.

While she is down under she will

spend some time on the Melbourne racetrack before touring the southern hemisphere.

Jess, we know you will be spreading the word to all the equestrian folk you meet about the great product that Pegasus is and what it can do for them.

Best of luck and enjoy your travels.



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Upcoming Events:

- Ethical Equine Extravaganza June 18th & 19th, Suffolk UK
- ACPTR Conference July 23, UK
- BEVA Congress September 7th—9th, Liverpool UK
- ISES Conference October 26th—29th, Netherlands

As usual, we will keep you updated as we book more events for 2011. So keep an eye on this space!

If you know of an event where you would like to see Pegasus or feature a lecture or demonstration from us, give us a call!!

Don't forget to...



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