

Arena Rx[®]

Synthetic Organic Dust Control[®]

Clean Air
for
Horse and
Rider



GLEN EMERIL
• 2008 USDF Horse of the Year Third and Fourth Levels

Photo courtesy of Susan Stickle

The Problem

Competition and training puts extraordinary demands on your horse's respiratory system. Insufficient oxygen is a controllable factor that limits performance. It can undermine performance longevity and limit your horse's true athletic potential, not to mention the unhealthy and dangerous impact that dust has on human health. Dust also causes costly housekeeping problems and consumes valuable time.

Clean air is essential to the health and performance of you and your horse!

The Answer

Arena Rx Synthetic Organic Dust Control advanced environmental performance solution is the revolutionary new product that eliminates human related health risks and enables equine athletes to attain peak health and performance by eliminating airborne dust. Arena Rx is designed specifically for use in horse arenas, tracks, round pens, walkers, stable aisle ways and other areas where horses train, work, exercise and perform. Arena Rx is made from a patented process and is a safe, colorless, odorless, biodegradable, synthetic, organic fluid. It is proven to be non-toxic to humans, animals, marine life and plants. Arena Rx can be used both indoors and outdoors and does not freeze in cold weather climates. Your arena can be used immediately after application.

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How It Works

Arena Rx coats and loads every individual footing particle through a process of accumulation and absorption. The net result is footing that doesn't stick together, compact and form "globs". The initial application is designed to penetrate and treat all footing material. Subsequent light maintenance applications are required when the footing begins to break down or if new material is added. Because Arena Rx has an accumulative effect on arena footing materials, it's easy to maintain control levels with light maintenance applications.

Health and Performance Factors

Athletic performance places extra demands on your horse's respiratory system. Insufficient amounts of oxygen may be the most important factor limiting equine performance. Also, heavy burdens of dust can decrease the ability of cells to fight infectious agents by overloading the lung's primary defense mechanisms. A horse in a dusty environment will therefore be more prone to respiratory- caused performance problems and infection than a horse in a cleaner environment. Proactively controlling dust to maintain peak performance and health is a priority today in both equine and human medicine.

Watering, the most common dust control method, provides only temporary control and worse, it works to create dust. Watering also needs to be done continually in order to keep arena dust under control. Whenever the footing dries out, the dust typically is worse than it was originally.



The most obvious demonstration of the effectiveness of Arena Rx is to SEE the difference. Notice the untreated arena where "dust dominates" in the photo. Imagine what this dust does to your horse's respiratory system. What about the rider?



Look at the difference Arena Rx makes! Would you expose your horse or yourself to a dusty environment if you didn't have to? Arena Rx is the clear choice!

A Clean Air Policy

A pro-active approach to airborne dust addresses immediate health issues to you, your client's, boarder's, everyone's horses and your neighbors. It is increasingly difficult to overlook what it must be like when a continual wall of dust invades a neighbor's living space. Arena Rx produces a healthier, cleaner, safer environment all around. A "good neighbor" health policy goes a long way towards keeping clients, boarders and neighbors happy and healthy.

What's It Worth To You?

Horses require 3000% more oxygen while training and competing than while at rest. When you compare the cost, there's no question Arena Rx is far more cost efficient in the long run. By being pro-active, your horse will maintain it's health and enjoy peak performance. Just how valuable is a dust free arena to you?



AIR QUALITY IS VITAL TO HEALTH AND PEAK PERFORMANCE

	<i>Liters of Air Per Breath</i>	<i>Breaths Per Minute</i>	<i>Liters of Air Per Minute</i>
Your Horse RESTING	5	12	60
Your Horse WORKING	13	150	1800

Physical Properties

Color:
Colorless

Odor:
Odorless

Water Solubility:
Insoluble

Application Method:
Spray

Freeze Point:
Does not freeze

E.P.A. TEST RESULTS:

**EPA/TSCA 40
CFR 178.1175
(Acute Oral Toxicity)**
• Non-Toxic

**EPA/TSCA 40
CFR 178.1100
(Acute Dermal
Toxicity)**
• Non-Toxic

**EPA/TSCA 40 CFR
178.1150
(Acute Inhalation
Toxicity)**
• Non-Toxic

**EPA/TSCA 40 CFR
178.4470 (Acute
Dermal Irritation)**
• Not A Skin
Irritant

**EPA/TSCA 40
CFR 178.4500
(Acute Eye Irritation)**
• Not An Eye
Irritant

Turn-Key Installation

Complete "Turn-Key" delivery and application is available in certain regions of the country by our network of experienced dust control and application consultants. Inquire about your area.

Easy To Do It Yourself

Arena Rx is available in 55-Gallon Drums, 275-Gallon Mini Bulk-Tanks, and 5-Gallon Test Kits. Orders are filled and shipped in 24-48 hours upon placement. Drums and Mini Bulk-Tanks are shipped by common carrier. Arena Rx can be applied using either your own fertilizer spray system or a rented one.



Ask the Pros at Midwest

Arena Rx is the ultimate "solution" for total dust control, but what causes all of this hazardous dust?

The Answer

The horse fractures the footing particles and the pulverized dust is lifted into the air. The footing also abrades against the base and erodes the base material. The base particles migrate into the footing, creating more dust.

The Solution

Protect your base with Midwest Equestrian's Base-Bldr® Equestrian Base Stabilization System.

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