

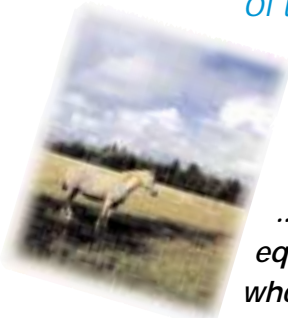
Clean Air For Horse & Rider



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clean air is one of those precious items you truly won't appreciate ...until its gone.



...Especially in the equestrian world, who prefers dusty, dirty air when you have a choice?

The Problem...

Competition and training places extraordinary demands on your horse's respiratory system. Insufficient oxygen is a controllable factor limiting 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 and well-being. Dust also causes housekeeping problems & consumes time.

The Answer...

Arena Rx® is the revolutionary new dust control agent which 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, highly refined, synthetic, organic fluid, 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 is able to be used immediately after application.



The most obvious demonstration of the effectiveness of Arena Rx® ...is to SEE the difference. In the above photo, notice the untreated arena where "Dust Dominates". 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?

How It Works...

Arena Rx® coats and loads every individual footing particle through a process of adsorption 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 the light maintenance applications.

The Health & 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 such as bacteria 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.

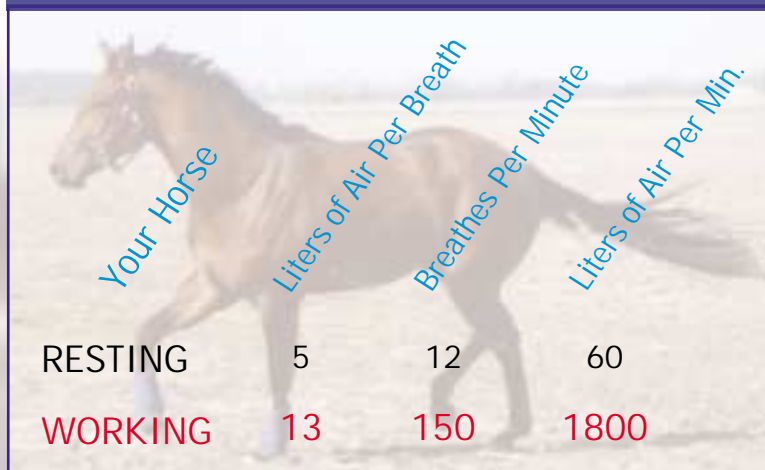
A Clean Air Policy...

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 home.

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.

Clean air is essential
to the health &
performance of you
And your horse

AIR QUALITY IS VITAL TO HEALTH & PEAK PERFORMANCE



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 his health and enjoy peak performance as well. Just how valuable is a dust free arena to you?



Physical Properties:

Color.....	Colorless
Odor	Odorless
Water Solubility	Insoluble
Application Method	Spray
Physical Viscosity	Light, thin
Freeze Point	-40°F.

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

The MIDWEST Tradition...

Since 1975, we have been a leader in quality dust control research, innovations and solutions. Our staff and network of experienced dust control and application consultants have an abundance of first hand knowledge in the equestrian industry. We design an application program "tailor-made" to your specific footing. We offer complete footing analysis to determine the ideal solution to your dust control needs.

Easy To Do It Yourself...

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

Turn Key Services...

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.



55 gal. "Drum"



275 gal. mini "Bulk-Tank"



5 gallon "Test Kit"

YOUR DUST CONTROL &
APPLICATION CONSULTANT:

Stephanie Marek

1-800-321-0699

www.arenarx.com

E-mail: smarek@midwestind.com

**If you are interested in becoming an
Arena Rx® dust control consultant and
application specialist, contact us today!!**

MidWEST Industrial Supply, Inc. (manufacturer)

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