



Life is Simple

NEWSLETTER

Volume 1 Issue 1

Partnering for the Greater Good

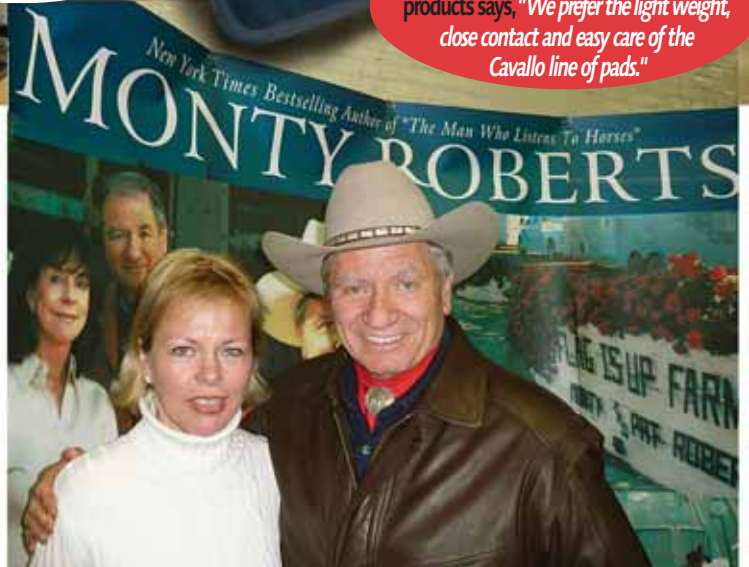


Monty

Horse Journal - the independent guide for horse care and products says, "We prefer the light weight, close contact and easy care of the Cavallo line of pads."

Monty Roberts purchased a saddle pad last summer at his local Tack Store. It looked a little different from anything he'd seen and his long time friend at the store advised him that this pad would work to "free up" horse's movement. When he tried it, he liked it so much, he decided to call up the company and get some English styles to take along on his UK visit. The response in Europe and the UK was very favorable and the result was a visit to Flag Is Up Farms for a meeting about how Cavallo President Carole Herder, CEO Greg Giles and Monty Roberts could work together to develop and "do good things for horses".

Monty says the Cavallo Total Comfort System Saddle Pads are the best pads he's used. "The Cavallo Total Comfort System Saddle Pads help your horse increase his movement around the shoulder. The gullet system allows your horse to



Cavallo president, Carole Herder partners with Monty Roberts in agreement to "do good things for horses".

→ CONTINUED INSIDE

Gel Insoles: Even More Comfort for the Transitioning Hoof

It isn't always easy to manage the change from shod to barefoot. Conscientious horse owners everywhere want the best possible protection for their horses. Raising the bar in the equine hoof boot industry, Cavallo Horse & Rider Inc. has developed an innovative accessory that makes the transition from metal shoes to booting simply a breeze.

For use with the all new favorite Simple Boot, the gel insole is just like performance insoles for our running shoes. They can be cut to the pattern and placed securely inside Simple Boots, minimizing fatigue and absorbing shock on hoof strike. One size fits all. Pioneering the hoof boot industry with a compassionate ear to the needs of riders, Cavallo products are simple to use, while performing to the high standards expected of Cavallo.

"Every item Cavallo develops is backed up by our commitment to quality and comfort. We are passionate about providing the best experience for both horse and rider. We believe in educating horse owners and empowering them to take charge of the whole health of their horse." says company president Carole Herder. The EHP insole has been designed to provide extra

cushioning, greater shock absorption and increased circulation to your horse's hoof. The technically advanced gel insole will stimulate the sole, and frog area to encourage and support healthy tissue growth. As more and more horse owners seek alternatives to enhance the well being of their animals and their riding experience, Cavallo leads the way with high-quality products with consistent consumer confidence.



MSRP ONLY
\$14.95



Simple Ride Mask

Giving riders what they ask for

NOW AVAILABLE WITH EARS

Cavallo's new Simple Ride Mask is uniquely designed for use while riding. It simply attaches to all types of bridles, snaffles, doubles or hackamores with unique PATENTED Velcro attachments. Use with draw reins, martingales or bosals to deliver natural protection, providing freedom from toxic fly sprays and chemicals making an easy transition from field to arena or trail. Reduce stress; improve comfort and Ride Fly Free. Available in Pony, Horse and



Warmblood sizes in either white or black. Giving riders what they ask for; Same great mask - **NOW ALSO AVAILABLE WITH ADDED EAR PROTECTION.**

MSRP ONLY
\$19.95 With Ears

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lift his spine and use himself properly while taking pressure off the withers. This unique memory foam sandwich helps your saddle fit better. Cavallo pads are the best pads in the world today. Watch your horse's scapula smile."

Many saddle pads under-perform when it comes to a customized and continually changing fit. There is a solution that addresses all the changes that come with changing seasons, ageing, injuries, bad habits and poor saddle fit.

The Cavallo Total Comfort System Saddle Pad incorporates technically advanced memory foam to precisely contour to your horse's back. Specifically engineered, these pads mold for a precise fit between the horse's back and the saddle for each and every ride. They even compensate for your weight and posture. The combination of 3 technically advanced lightweight materials, New Zealand Marino wool, Nitrex closed cell foam and memory foam, creates a comfort system that absorbs shock and eases saddle fit discrepancies.

The **SIMPLE** Boot

Colored boots are fun and exciting. Brown is second to black in preference, beautiful in chocolate leather tones. Red is striking and some will "have to have". The USA FLAG Boot will always be a faithful standard. The barefoot movement is increasing around the world and Cavallo ensures that Simple Boots are the most user friendly hoof boot. This combined with the right price makes Cavallo Simple Boot the largest selling hoof boot in the world.

Cavallo is donating \$5.00 for every pair of Pink Simple Boots sold to aid childhood cancer research. Twenty years ago 75% of children with cancer died. **Today, 75% survive.**



NEW COLOR

MSRP STILL ONLY

\$119.⁹⁵

Look for our **FREE** brush promotion



**SAME great boot,
SAME great price, the
choice is SIMPLE.... boot.**

Good News Travels Fast....



I just wanted to let you know that my horse and I spent 6 hours on the trail in our Simple boots. We crossed creeks, sunk in the mud and climbed through blow down. Through the mud, water, brush and dust, Windy did not have one rub mark or one hair out of place. Her feet looked better when I we got back than when we left. I just wanted to let you know that your Simple boots are the best piece of Tack my horse owns. Thank you for making such a great product!
Leann White, Oregon, USA

Love my SIMPLE Boots -- so does Pockets my Paint. We do Natural Horsemanship and mostly trail riding. She's always been quite ginger with her front feet and she's hammer shy (probably a good thing!!) so the boots are a godsend!! We tried other old boots first but they are quite fiddley-it's heaps easier with the SIMPLE fastening at the front. Thanks.
Wendy Martin, Western Australia



My Merlin and I absolutely love Cavallo boots and Saddle Pads. My husband is training for a marathon and I ride with him through the creeks, rough rocks, hills, and loose gravel without a sore step taken. Even landing from the jumps onto gravel, he never misses a step. We have NEVER lost a boot through all these different types of terrain. Paired up with the Cavallo saddle pad, Merlin is one happy horse. The saddle pad keeps his back pain free on the long training rides. Thank you Cavallo!
Lynn Putland and Merlin, Canada



I love my Simple boots. I used them on a seven hour ride without any wraps going through some of the nastiest mud I have ever been through in my life. Plus, we love playing in the Chesapeake Bay in our Simple boots. Seeing is believing!
Roberta Young, Virginia, USA

I want to tell you how great your Simple Boots are! My mare is tender footed on her front feet, and your boots were the answer for winter riding, when I pull shoes to give her feet a rest. They don't shift or fly off like I have seen with other boots. My horse even seems to like them. Thanks for a great product!

Kim Klinger, Newville, PA

"Syler's' lack of healthy hoof wall did not allow the farrier to nail metal shoes on. His compassionate owner purchased Simple Boots and Syler continues comfortably with better hoof protection than ever!"
Norway



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