



FOR IMMEDIATE RELEASE

Gel Insoles: Even More Comfort for the Transitioning Hoof

December 15, 2007 – 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. 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.

The Enhanced Hoof Protection (EHP) insoles are available at fine tack stores and catalogues where Simple Boots are sold. They retail for \$14.95 per pair.

High resolution digital graphic available upon request

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