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Products

Discovery: Women's Skin Care Salve Works Well on Horses

By Donna Mastrianni

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Soothing Salve, a botanical skin care product developed for humans, has been discovered to work equally well on horses. The all-natural salve has been found to heal dry, scaly patches in the mane and dry patches on the coat.

When Soothing Salve developer and Master Esthetician, Donna Mastrianni heard the news from several clients she was not overly surprised. "When I introduced these skin care products for active athletes, I certainly had equestrians in mind", said Mastrianni. In fact, because Mastrianni is also an equestrian, she developed her products with essential oils that were soothing and appealing to horses. The products quickly became popular with equestrians, who claimed that their horses liked the smell of the products on their skin.

A few clients tried the Soothing Salve product on their horses and word of a "wonder cure" spread quickly. "Not only does it help dry skin problems, it helps the hair grow back quickly, said equestrian, Katie Hoog. Hoog's dressage trainer, John Zopatti of Wellington, Florida, admits he was a little skeptical about using a human product on horses. "But because the product was made with all-natural ingredients and essential oils, I agreed to give it a try. Now I keep a can in every tack box," said Zopatti.

Due to the overwhelming response, Donne and Cavalli is now re-releasing the Soothing Salve as skin care product for horse and rider. Donne & Cavalli (Italian for "women and horses") was created from Mastrianni's passion for helping women take better care of themselves. Mastrianni explained, "I learned that the time I spent with my horse—bathing, grooming, picking hooves, detangling manes and tails, and cleaning tack, was damaging to my own skin. I had broken and torn nails and cuticles, dry, rough hands, and sun damage to my face and arms. I developed the Donne & Cavalli product line to combat these problems. I used the essential oils that appealed to horses as an added incentive to get rider's to take care of their skin at the barn." Now, like Zopatti, trainers and riders will want to keep a tin of Soothing Salve in their homes and their barns.

Ask your tack shop for Donne & Cavalli Soothing Salve for Horse & Rider or get a free sample online at www.donneandcavalli.com.

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