



USER'S GUIDE

Cool, Calm & Collected is different from any 'calmer' you may have tried before.

In fact it isn't primarily a calmer at all. Calmers work by impairing brain function - they sedate your horse. Cool, Calm & Collected is based on our unique, patented VCAL nutrients and it does exactly the reverse - it ensures your horse's brain works as nature intended. While some horses show miraculously fast improvements in behaviour with Cool, Calm & Collected most take a little longer. Typically improvements begin to show in two to three weeks though a few take up to two months. Almost all become more trainable and, over a period of time, become far more confident. Don't rush your horse through the process and you will get further faster. A very small number show inconsistent and occasionally worse behaviour during the loading period.

THIS IS A GOOD SIGN! Stick closely to the timing guidelines to reduce this short-lived effect and ring us if you are concerned. The purpose of this guide is to give you some background information that will help you to get the very best out of our unique product. Horses are naturally nervous - right? The argument goes that, as prey animals, horses should be nervous and spooky. Our view is that a horse that is so nervous it spooks at a flapping leaf is more likely to run into the jaws of a predator than away from them. There seems to be little evolutionary benefit from the sort of irrational nervousness many of our horses exhibit. Consider instead that, as prey animals, horses should be exceedingly good at assessing risk - recognising the leaf for what it is and a lion for what it is. Now that does have survival benefits! When a horse's brain is functioning as nature intended it is able to make remarkably quick assessments of its environment freeing it up to listen to its rider and make quick judgements about dressage tests or jumping.

Impairments to brain function

Our research tells us that there are a number of nutritional deficiencies that can impair brain function. Any of these can cause spookiness or other inappropriate behaviour. So the first part of our philosophy is that to increase the chances of success in sorting out behavioural problems the more of these that are included in the product the greater the chances of success.

So Cool, Calm & Collected contains a large number of different nutrients involved in brain function.

As a result of trials carried out over the past year this new formulation now contains even more ingredients than before. Nutrient balance. It is not surprising that different horses seem to do better on different levels of various nutrients. Most horses do really well on our standard Cool, Calm & Collected product. But a few benefit from more calmer (magnesium and tryptophan) and a few do better with less.

The five day a week regime

The first thing you will notice about Cool, Calm & Collected is that it is only given five days a week. This is all about exercising some of your horse's nutrient storage systems. Some nutrients are closely controlled by the body to maintain blood levels within very narrow bands. This is called homeostasis. For this process to work efficiently it needs exercising! So we deliver some nutrients five days a week and not on the other two. This forces the storage system to move nutrients both in and out of the bloodstream. By exercising the system we actually get far more consistent behaviour. For the vast majority of horses it makes no difference whether the '2 off days' are on consecutive or split up. So selecting a simple regime such as 'off' on weekends and 'on' on weekdays will be simplest. However this does not have to be a fixed regime. You can be very flexible. A few horses may struggle for concentration on this regime and may do slightly better if the two 'off' days are separated. These cases are quite rare. Remember that **before** the loading period is finished performance will probably drop on the 'off' days. So for the first month or two try to avoid competitions or important schooling on 'off' days, or adjust your supplementing regime around events.

Loading

In a huge number of horses the stores of a number of nutrients are low. Before we can achieve consistent performance these stores must be replenished. Most horses 'load' in about a month. A few take a little longer and may need a second month. During the loading period the homeostatic control mechanisms will not be working particularly well. The behavioural effects in particular may be inconsistent and short lived. *In a very small number of animals* behaviour may deteriorate for short periods 2-5 hours after consumption.

For best effect during loading use the product on competition days and before important schooling sessions. Allow 45 minutes of calm eating time for the nutrients to be absorbed from the gut into the bloodstream and remember that a few hours later they will have been dragged from the blood into the storage system, so the effect will be short lived until loading is complete.

You may wish to split these feeds into a small amount before loading onto the lorry and another on arrival at the venue and then again later in the day. It is perfectly safe to give more than the normal quantity on days like this. When loading is **complete** your horse will be

completely in control of these blood nutrient levels and behaviour and performance will be the same over all seven days. The best way to test whether your horse has loaded is to assess whether its concentration levels are as good on the second of two consecutive off days as they are on the days it is getting Cool, Calm & Collected. If concentration deteriorates continue with the loading regime for a little longer. Ring us if you are still having problems towards the end of a second month as a very few horses never manage to cope with two consecutive off days.

How many times a day?

Cool, Calm & Collected will work perfectly well if fed just once a day. However nutrient absorption will be maximised if the supplement is spread over two or three feeds in the day (splitting the feeds may reduce the peaks and troughs in behaviour).

Adding Cool, Calm & Collected to food

Cool, Calm & Collected is a white powder. It is ideal for adding to chaffs, mueslis, pellets and beet products. The food must be slightly moistened (to ensure the supplement sticks) or, in the case of beet, it can be quite wet. In wet foods the Cool, Calm & Collected will virtually dissolve and disappear. Palatability is rarely a problem. If it is here are some

tips:

- * mix the supplement evenly through the feed
- * split the daily quantity over more feeds
- * ring us and ask us for other ideas

Cool, Calm & Collected makes an excellent slurry when mixed with water. This slurry can be sucked into a 60ml syringe and squirted directly into the mouth (above the tongue). This can be particularly useful at shows, for fussy eaters or when plenty of pasture reduces the horse's appetite for supplementary feeding.

How much?

Application rates for Cool, Calm & Collected are calculated by horse weight. However we find big variations from horse to horse. Guidelines are given in the table on the back page. We suggest that when you first switch from loading to maintenance you start on the higher level recommended for the size of horse. Some horses may require more seasonally - such as during the spring and autumn flushes of grass growth. Give them a few days at loading dose if behaviour deteriorates. Our EXTRA variation often helps at this time of year too. Some horses may require a little 'top up' on competition days and this can be done with our EXTRA Additive product.

Do I need other supplements?

Cool, Calm & Collected is designed specifically for nervous system nutrition. Compared to other 'calmers' it is very comprehensive but it is NOT a broad spectrum supplement.

Because Cool, Calm & Collected is maximising brain function it is important to recognise that, if the horse's behaviour has been significantly affected by past handling and experience, Cool, Calm & Collected will not instantly remove this behaviour.

But it will make the horse more trainable. Whatever training method you are using - classical dressage, Parelli, Monty Roberts, Clicker etc etc - Cool, Calm and Collected will help. But we also have some short term nutritional tricks to help your horse overcome bad memories. So ring us if you are struggling.

The 'expanded comfort zone'

A very useful way to consider how Cool, Calm & Collected works as a training aid is to imagine that the horse has a certain mental comfort zone. Whenever you ask it to leave that zone it pumps adrenaline and loses control. When Cool, Calm & Collected starts to work it should expand the comfort zone just a little. I am talking 2-5%. If you can push the horse towards that expanding comfort zone day after day you can make lots of little gains that build on each other. Every now and then you will misjudge it and go too far. Don't panic. All you will suffer is a few days' setback. Let me illustrate this by considering the horse that is VERY nappy. It may not even be comfortable leaving the home yard. Note the spot you normally get stuck at. When you think Cool, Calm & Collected is helping ask the horse to go just a little further - for really difficult horses this may be just one pace further! Achieve that, praise and go home. Next day ask for 2 or 4 extra paces. I have picked an extreme example. You may measure gains in hundreds of yards or even miles or more likely the vicinity of some scary object like a hedge or bales of haylage. The point I am making is that lots of little gains will get you where you want to go quicker than trying to make one big gain.