

## BENEFITS OF USING EQUI-TAPE®

- Decrease muscle spasms
- Reduce inflammation and associated pain
- Reduce swelling and edema
- Re-educate muscle memory
- Support ligaments, tendons and joints
- Prevent injury and speed recovery
- Help with injury rehabilitation
- Increase circulation and promote healing
- Increase equine athletic potential



# Equi-Tape®

## HEAR WHAT PEOPLE ARE SAYING!

I purchased a roll of tape, went to your website and took the online course. I will say that I was a little apprehensive at first but after a couple of attempts applying the tape I could not believe how much more comfortable and responsive my horse felt. Thank you so much for making this so easy!  
ELEANOR WRIGHT, CA

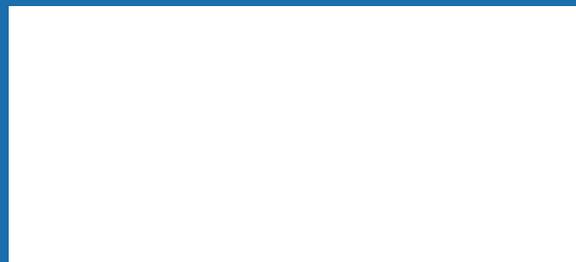
I am extremely grateful to Dr. Beverly Gordon for the amazing work Equi-Tape® has done on my horse's back. He's an older thoroughbred with arthritis and kissing spine and Equi-Tape® has worked wonders on him!  
ELLEN LEAR, NY

My Grand Prix dressage horse had a suspensory problem. He responded very well to the Equi-Tape®. My vet was amazed at how quickly the swelling was reduced and she commented that Billy's ankle never looked better. I highly recommend it to anybody, and will continue to use it on my horses.  
DIANE RODICH, NJ

I was so impressed by how much more comfortable and relaxed my mare's back was after only a few tapings. Amazing how something so non-invasive can make all the difference in my mares comfort.  
HOLLY OSTROVSKY, NY

## TO LEARN MORE...

Visit [Equi-Tape.com](http://Equi-Tape.com)  
or check us out on Facebook,  
Pinterest and Twitter!



# RB

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# Train Harder Recover Quicker

# Equi-Tape®





## Equi-Tape® The FIRST Kinesiology Tape Created for Horses!

When something is found to work well on humans, it is only a matter of time before its use crosses over to the equestrian community. Chiropractic, acupuncture, physical therapies, and holistic medicine are just a few examples from a long list of health care modalities to cross over. Now, we can add elastic kinesiology taping to that list as well.



### HOW EQUI-TAPE® WORKS

The mechanism by which Equi-Tape® affects the body is completely different than that of other athletic tape. The effect of elastic kinesiology tape is based on its ability to interact with the skin and associated neuro and mechano sensory receptors. Unlike a brace or support, elastic kinesiology tape neither compresses tissue nor limits range of motion. In fact, the tape decompresses the tissue, and lifts the skin so as to allow increased blood and lymph circulation which assists in the body's natural ability to heal itself. This decompression of the tissue also decreases pressure on the pain receptors which helps to relieve pain.

### WHEN TO USE EQUI-TAPE®

When applied properly, Equi-Tape® allows for full range of motion making it an excellent choice for warm-up activities and cool-down activities whether under saddle, on the lunge line, or free exercising. Equi-Tape® can also be used in conjunction with other modalities and treatments, such as chiropractic, acupuncture, and massage therapy to name a few.

Its use can include but not be limited to a wide variety of issues, including:

- Pain and swelling from muscle overuse or weakness (sore back, trigger points, muscle tension)
- Lymphatic and circulatory issues (swollen joints and tissue, lymphangitis) and trauma (bruising)
- Support and stability to the horse's joints (suspensory/tendon injuries), and ankle, knee or hock pain
- Spinal issues (kissing spine, neck stiffness, sacro-iliac issues)
- Improve training potential for successful athletic performance by helping to keep horses sounder
- Preventively for horses prone to particular injuries and weaknesses

### TYPES OF APPLICATIONS

Equi-Tape® can be applied in different directions, in different tensions, with different shaped strips, and with different pressure; each having a slightly different effect depending upon how it's applied. The result of the application increases circulation bringing more oxygen to the working muscle. This ultimately strengthens muscles by allowing them to work harder and become stronger with less fatigue.

**Equi-Tape® allows muscles, tendons, joints and ligaments to work more freely and completely during activity thereby being an excellent addition to any training program.**



### ABOUT THE FOUNDER

Product Creator and Founder, Dr. Beverly Gordon, is a certified Taping Practitioner and has focused much of her professional career on the practical applications and scientific principles to help keep horses sounder and improve equine athletic performance. Dr. Gordon served as past director of the New York Chiropractic Outpatient facility and taught clinical sciences at NY Chiropractic College, and has an added certification as an animal chiropractor. Dr. Gordon's background is in bio-mechanics with a specialty in training resistances. In 1997, she



began working primarily with horses consulting for numerous veterinary facilities, and has published over 40 articles on equine-related topics. **To learn more about Dr. Gordon, visit [TheHorseInMotion.com](http://TheHorseInMotion.com).**

*Equi-Tape*