

Why Barrel Racers Choose Platinum Performance

By Lindsey Stornetta, Platinum Advisor Since 2008 and
Fellow Barrel Racer

What do Mary Walker, Brittany Pozzi, Lisa Lockhart and Sammi Bessert all have in common? Besides being the best at what they do, all four of these high profile barrel racers give Platinum Performance to their horses. Sammi says she never leaves home without her horse Tommy, her Platinum Performance CJ, and her cell phone. I would say Platinum ranks pretty high up there when you put it in the same category as your horse and your cell phone!



Why do these highly successful barrel racers all feed Platinum?

The answer: When results come down to hundredths of a second, every step and every breath your horse takes better count. The best way to ensure your horse is at the top of the leaderboard is to provide the fuel and supplementation your horse needs to perform at its best. That's the Platinum Difference.

What sets Platinum apart?

Platinum Performance was formulated by renowned equine veterinarian, Dr. Doug Herthel, known for developing the biological approach to veterinary medicine which included stem cell therapy, hyperbaric oxygen, and nutrition. After seeing so many horses leave his equine hospital, Alamo Pintado Equine Medical Center, looking healthier than they ever had before, Dr. Herthel decided to take his relentlessly-researched formula to the next step and make it available to the public in 1996. From there, word started to spread about the real results horse owners were seeing and Platinum has been growing ever since.

How do I get started?

The first and foremost thing that every horse needs- no matter age, size or performance level- is all the vitamins and minerals to support daily health. While many barrel racers have chosen to purchase individual fatty acid, vitamin and mineral supplements from a range of companies, Platinum has made it easy by ensuring everything your horse needs is in one simple bucket of Platinum Performance Equine or Platinum Performance CJ.

Why should I feed Platinum if I'm already feeding a complete feed?

When reading feed labels, it may appear that commercial feeds offer similar benefits as Platinum Performance. When in fact, Platinum has major differences from commercial

feeds because we ensure that high quality and bio-available nutrients are being fed to your horse. This means all ingredients are rigorously tested and all formulas are meticulously made in our own California facility and are not produced using the high heat pelleting process- which can damage the integrity and nutrient content of the ingredients.

Why are Omega-3 Fatty Acids important for my barrel horse?

Omega-3 fatty acids are an important element of the Platinum Performance Equine and a key nutrient for high performance athletes like barrel horses. Omega-3's help fight against inflammation in all cells of the equine body, support muscles during exercise and encourage recovery in those same muscles. Seeing that most modern equine diets contain 18 times more omega-6 fatty acids, which are pro-inflammatory, compared to omega-3's, it is important to provide a balanced omega-3 fatty acid supplement like Platinum Performance Equine or Platinum Performance CJ to your barrel horse.

What's the difference between Platinum Performance Equine and Platinum Performance CJ?

These two formulas are our two complete wellness formulas that provide all the nutrients needed for total body health including omega-3 fatty acids, vitamins, minerals, amino acids and antioxidants. Even though Platinum has a wide range of products, everything starts with one of these two formulas depending on how much joint support your horse needs. The Platinum Performance Equine provides Glucosamine and omega-3 fatty acids to help support everyday joint maintenance whereas the Platinum Performance CJ provides a higher level of glucosamine, MSM, boswellia, cetyl myristoleate, hyaluronic acid and ASU to help cushion and lubricate joints that may be older, injured or highly stressed.

Is it really that easy?

To answer simply: yes, Platinum is that easy. These two formulas, Platinum Performance Equine and Platinum Performance CJ, are designed to provide your horse with all the supplemental nutrients needed for total body health- no matter what else you feed. If you really wanted to keep it simple, you could just feed your barrel horse hay and Platinum Performance, that's it! Our #1 goal is to make your life easy because if you are like Mary Walker, the last thing you want on your mind when you walk into the arena is if Latte got the correct amount of vitamins and minerals that day.