

PRESS RELEASE EQUINE 74®

CITRUSLABS PARTNERS WITH EQUINE 74® FOR RESEARCH STUDY ON EQUINE SUPPLEMENTS

[SANTA MONICA, MARCH 2024]

Citruslabs, a leading provider of clinical trial solutions, is thrilled to announce its collaboration with **EQUINE 74®**, a renowned producer and distributor of premium equine supplements owned by Christian and Tanja Dietz.

EQUINE 74®, based in Hamburg, Germany, has established itself as a global leader in the distribution of the **EQUINE 74®** supplement series, catering to the diverse needs of horses worldwide. For example, they are the trusted partner of Janne Friederike Meyer-Zimmermann, show jumping World Champion and Yuri Mansur, Olympian for the Brazilian Equestrian Jumping Team.

The collaborative effort focused on a research study evaluating the effectiveness of **EQUINE 74® GASTRIC** and **EQUINE 74® STOMACH CALM RELAX**, two cutting-edge supplements designed to address gastrointestinal issues and stress-related behaviors in horses. The research study was conducted over a 35-day period and involved a single-arm consumer perception trial with 32 horse owners and 48 horses. The two supplements were put to the test to assess their efficacy in managing gastrointestinal problems and reducing stress-related behaviors in horses.

THE RESULTS OF THE STUDY WERE IMPRESSIVE:

EQUINE 74® GASTRIC:

90.6 %

of participants reported that **EQUINE 74® GASTRIC** is an easy way to help alleviate symptoms associated with ulcers

EQUINE 74® STOMACH CALM RELAX:

80.6 %

of horse owners stated that they were satisfied with the results of **EQUINE 74® STOMACH CALM RELAX**

Both supplements proved to be highly effective in improving gastrointestinal health and reducing stress-related behaviors in horses, positioning them as promising alternatives to traditional treatments.



"We are excited to partner with Citruslabs to create full transparency about the efficiency of our products. Their expertise in clinical trials aligns seamlessly with our commitment to advancing equine health", said Christian Dietz, CEO and founder of **EQUINE 74®**.



Susanne Mitschke, CEO and co-founder of Citruslabs, emphasizes, "Conducting one of our initial pet health research studies alongside **EQUINE 74®** has been a great journey, and the outcomes clearly demonstrate the success of the collaboration. We look forward to witnessing the brand evolve into a science-backed frontrunner in their industry, fostering complete transparency for consumers."

ABOUT CITRUSLABS

Citruslabs provides clinical trials for consumer brands, including cosmetics and supplements, and is the leading provider of substantiating product claims, offering gold-standard randomized controlled trials, single-group pilot studies, and consumer perception studies. By offering a more cost-efficient decentralized clinical trial and perception study design, Citruslabs democratizes access to historically high-cost studies while still including objective data measurements through instrument skin & hair analysis, expert skin & hair grading, bloodwork, and microbiome testing.

ABOUT EQUINE 74®

EQUINE 74®, owned by Christian and Tanja Dietz, is a leading producer and distributor of the premium supplement series **EQUINE 74®** for horses worldwide. Produced in Schleswig Holstein, the company collaborates with international partners deeply integrated into the equestrian world, contributing to **EQUINE 74®**'s success.

For more information, visit www.equine74.com.

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CASE STUDY EQUINE 74®



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RESEARCH STUDY FOR TWO SUPPLEMENTS

In the research study, two supplements were tested in regard to their effectiveness – **EQUINE 74® GASTRIC** and **EQUINE 74® STOMACH CALM RELAX**. Both supplements were tested over a period of 35 days in a single-arm consumer perception trial with 32 horse owners and 48 horses.

EQUINE 74® GASTRIC is a product specifically developed to address gastrointestinal problems in horses. The product contains Lithothamnion glaciale algae, processed for equine needs, with specially treated magnesium oxide. The unique blend of these ingredients contributes to gastric acid-buffering properties, designed to provide up to eight hours of relief within the horse's stomach.

EQUINE 74® STOMACH CALM RELAX incorporates the same powerful ingredients along with carefully selected seaweed obtained from the coasts of Scotland. Specific algae components display water resistance through specialized extrusion techniques and react exclusively with acid. This reaction forms a lightweight gel that acts as a protective barrier, effectively covering the acid and shielding the sensitive areas of the stomach.



STUDY RESULTS OF EQUINE 74®

After conducting the study, the two supplements showed the following results:

EQUINE 74® GASTRIC:

90.6 %

of participants reported that **EQUINE 74® GASTRIC** is an easy way to help alleviate symptoms associated with ulcers

EQUINE 74® STOMACH CALM RELAX:

80.6 %

of horse owners stated that they were satisfied with the results of **EQUINE 74® STOMACH CALM RELAX**

Both **EQUINE 74® GASTRIC** and **EQUINE 74® STOMACH CALM RELAX** demonstrated significant effectiveness in improving gastrointestinal health and reducing stress-related behaviors in horses. The study's findings suggest these supplements as viable alternatives to traditional treatments.

HOW DO CONSUMER PERCEPTION TRIALS WITH HORSES WORK?

Perception trials with horses often involve studying their reactions and responses to various stimuli, objects, or situations. These trials are conducted to better understand equine behavior, preferences, and health. In this trial, horses were given two different supplements over the course of 35 days. Information was gathered based on surveys that were filled out by the horses owners.

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