

Stop allergies before they start: how and when to recommend BreatheWise™



Respiratory allergies are commonplace in horses fed dried forages and housed inside. Even horses that spend the majority of their time out on pasture may suffer when seasonal pollen counts are on the rise or dry conditions prevail. Constant exposure to airborne allergens and irritants can lead to the development of chronic airway disease, coughing, and headshaking.

Now there is relief for allergy sufferers: BreatheWise powdered nasal spray. BreatheWise is a unique cellulose powder that filters out dust, mold spores, and other airborne particles inhaled into a horse's upper respiratory system. When exposed to the moisture within the nasal passages, BreatheWise forms a colorless, thin mucus-like gel lining, which mechanically traps airborne particles. Normal ciliary action then flushes the particles out before they have a chance to cause a negative reaction. BreatheWise is all-natural and drug-free.

BreatheWise is recommended for equine patients that are:

- Being transported, during both short- and long-haul trips
- Competing or training in dusty environments, such as arenas, rings or indoors
- Coughing or headshaking due to allergies
- Housed in barns and stables where hay and bedding are present
- Racing or in race training
- Sensitive to airborne allergens, regardless of housing status
- Suffering from heaves or other respiratory illnesses that are exacerbated by exposure to airborne allergens or pollutants

For best results BreatheWise should be administered before the horse enters environments (barns, arenas, racetracks, trailers) that contain dust, mold spores, or

other airborne allergens. Horses that are already coughing or headshaking will get relief immediately after BreatheWise is administered. BreatheWise comes in a patented, easy-to-use dispenser that distributes the powder evenly about the horse's nasal passageways. It should be used twice daily, but is safe to administer more often when required.

A field study investigating if BreatheWise had an immediate effect on coughing horses revealed that 89% of the horses tested found relief from their coughing symptoms either immediately or within 10 to 15 minutes after administration. The study was conducted on horses in which an allergic reaction or allergens were the most likely cause of their cough. Horses coughing due to infection were excluded. The study was conducted in late 2008 at the Bollerup Horse Clinic in Sweden.

In an in vitro study conducted at the National Pollen and Aerobiology Research Unit (University of Worcester, United Kingdom), the diffusion of the dust mite allergen through the gel formed by the unique cellulose powder in BreatheWise was compared to a control agar gel. The cellulose gel in BreatheWise significantly slowed diffusion. After 15 minutes, 69% of the allergens had diffused through the control gel compared with only 1.9% diffusion in the cellulose gel during the same time period. After 5 hours, 100% had diffused through the control compared with 44% in BreatheWise.



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