

### Equinell™ Hoof Mane Oil Competing Product Analysis

Product Name	Ingredients	Price	Amt (oz)	Est. Cost to Treat 4 Hooves	Suggested Frequency	Label Instructions	Notes	Aggressive Hoof Cleaning Prior to Use	Product Painful to Animal	12 Week (84 Day) Treatment			
										Est. Product Cost	Est. Use HRS (30 min / horse or as directed)	Est. Labor Cost @ \$15 / HR	Est. Total Cost
EQUINELL™ HOOF & MANE OIL	Origanum, menthol, grape seed oil	\$97.00	4.0	\$4.85	1x/wk for 3 weeks 1x/month thereafter	Apply as directed once every 6 weeks (4-8 weeks) after startup	US and international patents. All natural. Proven effective and safe to use (as directed). Convenient applicator.	Not recommended.	No	\$64	2.5	\$38	\$101.50
Jeffers Thrush Away	Gentian violet, formalin, alcohol, iodine	\$5.99	2.0	\$3.00	1x/wk		Instructions indicate this is dangerous to handle. Formalin is disapproved of by many owners. Flammable. Stains skin and clothing.		Not likely	\$36	6	\$90	\$125.94
Thrush Buster	Gentian violet, formalin, alcohol, iodine	\$12.95	2.0	\$6.48	1x/wk	Vapors are irritating. Use in a well ventilated area.	Instructions indicate this is dangerous to handle. Formalin is disapproved of by many owners. Flammable. Stains skin and clothing.	Yes	Not likely	\$78	6	\$90	\$167.70
Thrush Off	Tincture of pyococcin (methyl violet)	\$17.95	2.0	\$8.98	1x/wk	"Ask your (sic) vet, farrier or Pro (sic) to clean foot with hoof knife before applying."	Flammable. "Methyl violet is a mutagen and mitotic poison." Wiki	Yes	Not likely	\$108	6	\$90	\$197.70
Absorbine Thrush Remedy	Chloroxylenol 5.0%; Alcloxa 0.25%	\$11.95	12.0	\$1.00	1x/day for 3 days, then 2x/wk				Not likely	\$25	12.5	\$188	\$212.40
Dura Sole	Gentian (sic) violet, formalin, povidone iodine	\$13.95	4.0	\$1.74	2x/day 1st wk, 1x/day 2nd wk, 1x/wk thereafter	Durasole is an aldehyde-based sole dressing formulated to harden the equine exfoliating sole and frog.	Instructions indicate this is dangerous to handle. Formalin is disapproved of by many owners. Flammable. Stains skin and clothing.	Yes		\$54	15.5	\$233	\$286.56
Keratex Frog Disinfectant	Tea tree oil and acetone	\$19.95	1.7	\$11.80	2x/wk "or as required"	Remove diseased tissue. Do not apply to open wounds.	Instructions claim product is an irritant, flammable, harmful to skin and eyes. Do not breathe vapors. Keep away from horse's eyes, nose and mouth.	Yes	May briefly sting	\$283	12	\$180	\$463.20
Thrush Magic	Debenzoyl peroxide, melaleuca alternifolia oil, 1 benzene dicarboxylic acid dibutyl ester (sic)	\$8.25	1.0	\$8.13	Every 2-3 days		Redox agent, may burn tissues.		Yes	\$342	21	\$315	\$656.57
Pritox	Copper naphthenate	\$16.95	16.0	\$1.06	1x/day	Remove dirt and necrotic tissue before using. Remove product from skin with light fuel oil or lighter fluid.	Toxic, flammable, Stains skin and clothing. Chemical fungicide.	Yes	Not likely	\$89	42	\$630	\$718.99

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Farrier's Fix	Venice Turpentine, wintergreen oil	\$21.95	16.0	\$1.37	Daily if problems, maintain at 3x/wk	Apply Farriers' Fix Hoof Oil to clean and dry hoof exterior, sole and frog every day. For hoof maintenance, apply 3x per week.	Fixes sore feet, toughens hooves. Competitors can also be assured that Farriers' Fix Hoof Oil has tested negative under FEI guidelines. Venice Turpentine: an antiseptic that treats thrush and some of the bacteria that causes white line disease. It also toughens the hoof, making it more resilient to adverse footing conditions. Cod Liver Oil: Helps to balance the moisture content and keep the hoof malleable. Cod liver oil is an excellent source of Vitamins A & D. Wintergreen Oil: a catalyst that helps all the ingredients penetrate the hoof capsule is very effective in drawing out soreness. And as an added benefit, it makes Farriers' Fix smell nice. Safflower Oil: Works with the Cod Liver Oil to balance the moisture content, and contains Vitamin E.			\$115	42	\$630	\$745.24
Thrush Stop	Not disclosed	\$12.95	8.0	\$1.62	1x/day	Remove dirt and necrotic tissue.	"Product of the Year" 2008.	Yes	Unknown	\$136	42	\$630	\$765.98
White Lightning Liquid	Chlorine dioxide	\$13.95	8.0	\$1.74	1x/day	Remove shoes before use.	Cut 50/50 with vinegar to release chlorine. Use boot or duct tape boot 1 hr plus soak. Uncomfortable for animal. Redox agent, may burn tissues.		Yes	\$146	42	\$630	\$776.48
E3 Thrush Clear	Proprietary enzymes.	\$14.99	8.0	\$1.87	1x/day	Apply daily until odor is gone.				\$157	42	\$630	\$787.40
SoreNoMore The Sauce	Iodine, arnica, witch hazel, undisclosed "herbal ingredients"	\$16.49	8.0	\$2.06	1x/day		Add sugar to make packing. Stains skin and clothing.		Unknown	\$173	42	\$630	\$803.15
Koppertox	Copper naphthenate	\$34.95	16.0	\$2.18	1-2x/day	Remove dirt and necrotic tissue. Will cause hair loss if it contacts skin.	Toxic. Chemical fungicide. Stains skin and clothing.	Yes	Not likely	\$183	42	\$630	\$813.49
Kera-Mend Thrush Paste	Chlorhexidine gluconate 4, copper sulphate, paraffin, beeswax, proprietary blend of oils	\$29.99	8.0	\$7.50	daily until resolved, then 2-3x/wk	Thoroughly clean the frog and sulci. Apply Kera-Mend™ Thrush Paste daily to the entire frog. When condition improves apply 2-3 times per week until condition is resolved.	Harsh ingredients.	Not given.	Yes if balls up under hoof	\$427	28.5	\$428	\$854.86
Frog Medic Spray	Tea tree oil, turpentine oil, potassium (sic) alum, pine heartwood extract.	\$20.95	6.0	\$3.49	1x/day	Spray on a dry and cleaned frog and sole and let it dry.	"FrogMedic is specifically designed for use in acute cases: it penetrates deeply, spreading into the grooves and into small fissures, thus reaching decayed spots. FrogMedic blocks out sogginess and stops deterioration. It dries the frog so that healthy tissue can grow back."	Not given; probably.		\$293	42	\$630	\$923.30

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PodiGreen Liquid	Chlorine dioxide	\$32.95	8.0	\$4.12	1-2x/day then every other day	Can cause irritation, discontinue use until redness is gone. Claims to treat canker.	Liquid is standard soak. Redox agent, may burn tissues.		Yes	\$346	42	\$630	\$975.98
No Thrush	Diatomaceous earth, kaolin, oregano powder	\$28.95	5.5	\$5.26	1x/day		Weekly for prevention. Dry treatment. Powder is supposed to adhere and "dry it out".			\$442	42	\$630	\$1,072.15
Thrush Relief	Copper naphthenate	\$16.29	16.0	\$1.02	1-2x/day	Remove dirt and necrotic material before using.	Toxic, flammable, stains skin and clothing. Chemical fungicide.	Yes	Not likely	\$128	63	\$945	\$1,073.28
No Thrush	Natural clays and silicates, salts of copper and iron, oregano powder, diatomaceous earth	\$13.95	2.5	\$5.58	1x/day	Dust all crevices 1x/day x 5-7 days or until healed.	Powdered product. Claims healing in 4 days.	Not given; probably.	No	\$469	42	\$630	\$1,098.72
No Thrush	Diatomaceous earth, kaolin, oregano powder	\$60.00	10.0	\$6.00	1x/day		Weekly for prevention. Dry treatment. Powder is supposed to adhere and "dry it out".		No, except if packing makes hard lump	\$504	42	\$630	\$1,134.00
Pete's Goo	50/50 Polysporin and Lotrimin	\$6.00	1.0	\$6.00	1x/day	"It just takes a little" but instructs to fill voids and rub in after cleaning out infected tissue.	Home mix, apply with syringe. Can take anywhere from 5ccs to 60ccs, depending on size of voids.	Yes	No	\$504	42	\$630	\$1,134.00
No Thrush	Diatomaceous earth, kaolin, oregano powder	\$15.95	2.5	\$6.38	1x/day		Weekly for prevention. Dry treatment. Powder is supposed to adhere and "dry it out".			\$536	42	\$630	\$1,165.92
Hoof Magic	Tea tree oil, jojoba oil, benzalkonium chloride	\$16.99	16.0	\$1.06	2x/day		Chemical fungicide.		Not likely	\$178	84	\$1,260	\$1,438.40
Huuf Magic	Tea tree oil, benzalkonium chloride, jojoba oil	\$17.59	16.0	\$1.10	2x/day		Chemical fungicide.		Not likely	\$185	84	\$1,260	\$1,444.70
Zicatrex cream	Vulnus Sanus™ (Proprietary Resin Complex), Aloe vera, water, amica, propylene glycol, jojoba oil, coconut oil, mucopoly-saccharides blend, olive oil, horsetail, GlycoElastin™ (Hydrolyzed collagen, Type-I Collagen, Type-II Collagen, Type-III Collagen, Type-B Collagen and Chicken Collagen Type-II; naturally occurring Glucosamine Sulfate (12%), Hyaluronic Acid (24%), Chondroitin Sulfate (20%), Methylsulfonylmethane (MSM), Sadenosylmethionine (SAmE)), soy bean oil, goldenseal, hyaluronic acid propyl/methyl paraben, ethyl oleate.	\$31.95	4.0	\$3.99	1x - 2x daily	Apply until healed.	Claims broad-spectrum capability. Mild.	Not given; probably.	No	\$503	63	\$945	\$1,448.21
White Lightning Gel	Chlorine dioxide	\$29.95	2.0	\$14.98	1x/day	Remove shoes before use.	Apply as sent. Redox agent, may burn tissues.			\$1,258	42	\$630	\$1,887.90
PodiGreen Gel	Chlorine dioxide	\$15.95	1.0	\$15.72	1-2x/day then every other day	Can cause irritation, discontinue use until redness is gone. Claims to treat canker.	Gel comes in syringe. Redox agent, may burn tissues.		Yes	\$1,321	42	\$630	\$1,950.75

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Clean Trax	Chlorine dioxide	\$17.00 for 1-2 hooves		\$34.00	Daily for 8 weeks	Remove shoes before use.	Requires boot @\$22.00, treatment takes 20 min to 1 ½ hours. Must be done with shoes off. Uncomfortable for animal. Redox agent, may burn tissues.		Yes	\$5,712	84	\$1,260	\$7,060.00
Banixx	2.5% Hyronium (sic) Solution	\$29.95	32.0	\$3.74	2x/day for min. 3 days, assume 1x/day thereafter	Recommend using boot.	No such thing as 'hyronium' ion. Probably peroxide. Claims broad-spectrum capability.	Yes.		not useful		Unknown	Unknown
Cut-Heal Hoof Heal Dressing	Menhaden, linseed oil, turpentine	\$20.95	16.0		not given, assume daily	Hoof horn (exterior) only	"Aids in preventing brittle, cracked hoof wall and heel. Allows hoof to breathe. All weather easy brush-on formula. Deep rapid penetration with one application providing 3-5 days protection."			not useful		Unknown	Unknown
Dr. Rose's Remedies SKIN ONLY	Calendula Oil, Olive , Bees Wax, Shea Butter, Vitamin E, Aloe Vera, Grape Seed Oil, Eucalyptus Oil, Melaleuca Oil and Rosemary Oil Extract.	\$24.95	1.0		2-3x/day for 2-3 weeks		Claims broad-spectrum capability.	Yes.		not useful		Unknown	Unknown
EquiPak CS	Liquid urethane and copper sulfate	\$29.95	6.1	\$4.92	no info	Trim and pare sole, removing as much necrotic tissue as possible. Do not use where bleeding or white necrotic tissue are present.	Needs a dispensing gun. Wire brush feet, dry with heat gun before applying. Chemical fungicide.	Required.	Unknown	\$413	Unknown	Unknown	Unknown
Farnam Horse Shoer's Secret	Glycerine, avocado oil, lecithin	\$23.95	32.0		as needed		Moisturizer. "Absorbs quickly to condition quickly. Take advantage of the reconstructive power of avocado oil to help support strong hooves. Ideal for helping to prevent cracks, splits and contracted heels."			not useful		Unknown	Unknown
Farnam Shur Hoof	Fish oil 50%, pine tar 40%, Linseed Oil, Wheat Germ Oil, Neatsfoot Oil, Povidone Iodine and Venice Turpentine.	\$19.95	32.0	\$0.62	not given	Hoof horn (exterior) only	"Keeps working for days."			not useful		Unknown	Unknown
Manna Pro Hoof Heal 5 in 1	Menhaden, linseed oil, turpentine, balsam oil, oil of vitriol	\$30.95	32.0	\$1.93	not given	Apply 3x per week.	"Prevent[s] brittle and dry hooves as well as encourages healthy hoof growth. Hoof-Heal creates a flexible barrier that breaths (sic) and prolongs hoof protection. Ongoing use of Hoof-Heal helps keep the coronary band, heel, sole, and frog healthy and capable of handling impact without cracking."			not useful		Unknown	Unknown

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Manna Pro Hoof Heal Dressing	Linseed Oil, Crude Menhaden Fish Oil, Turpentine, Balsam of Fir, Bees Wax, and Oil of Vitriol.	\$23.95	32.0	\$1.50	3x/wk	Hoof horn (exterior) only	"Helps prevent brittle and dry hooves as well as encourages healthy hoof growth. Hoof-Heal creates a flexible barrier that breaths (sic) and prolongs hoof protection. Ongoing use of Hoof-Heal helps keep the coronary band, heel, sole, and frog healthy and capable of handling impact without cracking. Plus, Hoof-Heal creates a long-lasting show ring shine!"			not useful		Unknown	Unknown
Ricken's Foot Formula	Wormwood, thymol, acetone, iodine, phenol, menthol, chloroxylenol, formulated with essential oils	\$17.95	4.0	\$2.24	2x/day for 5 days, repeat if necessary. Apply 3x before work or race.		"...used for relieving soreness on the sole and frog, for puncture wounds, thrush, or bruises. Quick fix that will improve overall hoof quality."	Not given; probably.		temp only		Unknown	Unknown
Sav-a-Hoof Gel	Triazole, methadine blue (methyl violet)	\$16.49	1.0	\$16.49	no info	Apply sparingly.	Stains skin and clothing. "Methyl violet is a mutagen and mitotic poison..." Wiki		No	\$1,385	Unknown	Unknown	Unknown

**NOTES:**

Information is taken from online sources using common search engines, product packaging and instructions.

Prices may vary depending on source, quantity purchased, etc.

Total treatment time is based on 1/2 hour total for setup, hoof cleaning and application, times the number of applications.

Treatment regimens differ for every product, and some are unclear. We strive to be consistent, but cost comparisons are approximate.

Factual corrections to this sheet are encouraged. Offered correction material must be based on factual evidence or published instructions. Contact OnikoLabs LLC for details.

Natural	Contains Natural Ingredients
Toxic	Contains POISONOUS, MUTAGENIC (cancer causing) or Ingredients That Linger in the Environment.
Dangerous	Means FLAMMABLE, extremely IRRITATING or extremely CHEMICALLY ACTIVE Ingredients.
Chemical	Contains common synthetic CHEMICAL disinfectants.