

WELCOME TO 2010 AND OUR EQUINE NEWS LETTER

What a season it has been so far for our Equine Health product range and NZ Gold range.

We were thrilled to secure the distribution of the NZ Gold range early in 2009 as this popular brand has always sold well and is a real competitor to the Equine Health range. Having both brands to supply the equine market has in fact helped each of brands in its own way.

The resellers are telling us that it's great to be able to go through our extensive product range and select products from either brand to make up an order. We have noticed that the orders received have almost without exception, always include products from both brands. This has helped lift the shelf profile of our equine range and I'm sure the end users are happy about this also. They would have to be as our sales are **up 25%** on the same period last year.

A big thank you to you our customers and supporters.

How are the two AHD leading brands best described?

Equine Health

A range of proven natural remedies combined with selected New Zealand native herbs delivering beneficial therapy for your horse.

NZ Gold

A range of grooming products designed to assist horse lovers at all levels in their quest to care for their equine friends.

Both brands proudly carry the NZ Made logo and are manufactured in a ACVM approved plant



New Edition to our Equine range

We can now supply the widely popular product Anti – Flamme. This product is fantastic for you the rider as well as your horse.

Anti – Flamme is the ideal product to rub on bumps and bruises. The 450gram container is the most popular size sold for use on horses. Well proven on humans, this safe natural alternative anti- inflammatory rub is for your customers to use on their horses. Pricing is on our Equine price list. If you don't have one please contact us and we will email, fax or post one immediately.

SUITABLE FOR THE RIDER AND THE HORSE!



They are using our products where?

Australia, this market is expanding rapidly for us. We now have established distributors in Victoria, New South Wales and Queensland.

This is a huge market with no shortage of competition but we continue to increase our market share each year and this is expected to continue over 2010.

Noumea, NEXT 2000 Ltd is our distributors into the New Caledonia market which is predominately a racing horse market. All the feed back is really positive and they love having access to natural products.

Singapore, they just love our **Anproflex Equine** up there and it is used in race horses. **Japan** is also just starting to use Anproflex and we expect this market to grow very quickly after they have successfully trialed Anproflex. Our claim that Anproflex is more potent than other GLM products is proving to be correct.

Developing Market.

Ireland, A strong interest in Anproflex in this part of the world also. Anproflex has



ANPROFLEX™
nutritional joint & cartilage support

gained full registration in Ireland and is now ready to hit the market .

Want to know more about Anproflex the dual action joint care nutraceutical supplement? Then check out all the support information on our web site.

www.ahdltd.co.nz

2010 Horse of the Year Show

Yes we will be there again so please come and visit us at **site number 18** beside the International arena, **Tent section 2.**

We will have some great specials on our Equine product range during the show so don't miss out. Eftpos facilities will be available.

We are passionate about Equine sports too!

Photo below is of some of the AHD's Managing Director, Richard Kettle's Polo Ponies geared up and waiting to get into another game.

