

# BREATHING EASY

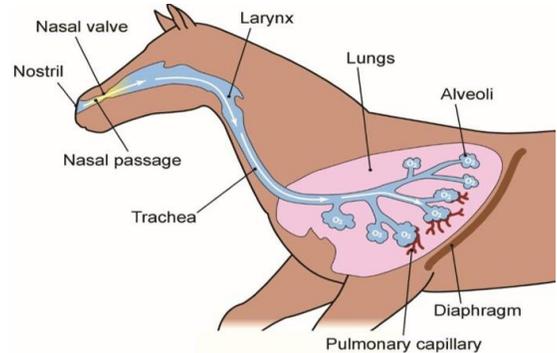
## THE KEY TO EQUINE HEALTH & PERFORMANCE

### UNDERSTAND YOUR HORSE'S RESPIRATORY SYSTEM

The equine respiratory system can be a major cause of poor performance and premature retirement from competition.

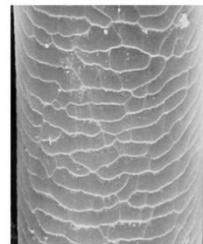
#### THE NOSE

- Horses are **obligate nasal breathers**. Unlike a human, a horse can only breathe through its nose.
- A significant portion of the horse's nasal passage is unsupported by bone or cartilage. When horses breathe hard **during exercise, the soft tissue over the nasal passage collapses** during inhalation.
- The nasal valve is the narrowest part of the upper airway. During exercise, **90% of the resistance to air flow occurs in the upper airway** (from nostrils to trachea) and 50% of that resistance comes from the nasal passage.
- **FLAIR® Strips** support the nasal passage and **make it easier to take in oxygen**.

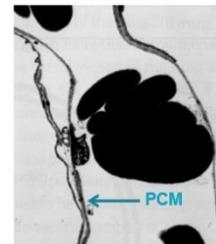


#### THE LUNGS

- Unlike heart muscles, skeletal muscles, and bones, the lungs don't train or increase capacity with exercise. The amount of air moved is unchanged whether the horse is fit or unfit.
- Deep in the lungs, the tissue that separates the airways from the blood vessels is extremely thin (1/100th the thickness of a human hair). This **ultra-thin Pulmonary Capillary Membrane** makes for efficient oxygen and carbon dioxide transfer, but it is **fragile and ruptures** when exposed to **high blood pressure** inside pulmonary capillaries and **huge suction forces** outside of the pulmonary capillaries **during intensive exercise**.
- **The rupture of blood vessels** that allows blood to spill into the airways during exercise is known as **Exercise-Induced Pulmonary Hemorrhage (EIPH)**.
- EIPH is a silent injury. Essentially, all exercising horses experience some degree of lung bleeding during intense exercise, but less than 5% of horses show blood at the nostrils.
- Each incidence of EIPH contributes to scar tissue formation and further bleeding. **Lung damage from repeated episodes of EIPH can shorten a horse's competitive career.**



Human Hair



Pulmonary Capillary Membrane (PCM)

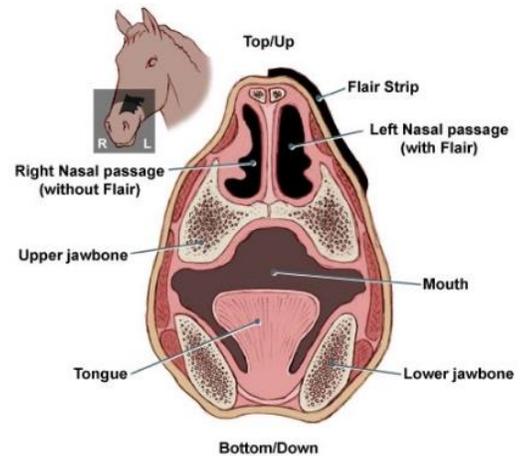


## BREATHING AND STRIDE

- At a gallop, breathing and stride are linked. **Horses take a single breath with each stride.**
- At speeds beyond a hand gallop, horses increase speed by increasing stride length, not by moving their legs faster. **When stride is lengthened, horses take deeper, longer breaths**, providing the lungs with more air.
- Horses struggling to move air in and out of the lungs may shorten their stride and fatigue more quickly. Conversely, **when a horse breathes easier, stride adjustability or lengthening is easier.**

## THE SCIENCE

- **FLAIR® Strips are drug-free, self-adhesive strips that support the soft tissues of the nasal passage that collapse during exercise.**
- **FLAIR Strips are clinically proven to make breathing easier** by reducing airway resistance resulting in reduced EIPH, conservation of energy, reduced fatigue and quicker recovery quicker after exercise.
- Eight clinical studies support the health benefits of FLAIR Strips.



## WHAT IT MEANS FOR YOUR HORSE

- Breathing easier **helps horses work harder** and maintain **optimum performance.**
- **Reducing fatigue** and conserving energy helps horses work longer.
- **Faster recovery** means horses save energy for their next performance.
- Reducing lung stress and bleeding helps horses stay healthier and compete regularly.



BREATHE EASIER



REDUCE FATIGUE



CONSERVE ENERGY



RECOVER FASTER



PROTECT FROM EIPH  
(LUNG BLEEDING)

## BENEFITS FOR ALL DISCIPLINES AND EVERY LEVEL OF COMPETITION

- Breathing easier is important for horses at all levels of fitness and skill, as exercise is often a greater challenge for horses at lower levels than upper levels.
- Many riders report that horses wearing FLAIR Strips are more relaxed and focused.

