

“Does YOUR horse love his bit?”

Horse Amour Peppermint Bit Wipes evolved as a simple solution to an ongoing problem. I am a local riding instructor who teaches a large school of riders, from beginners on up, and I needed an efficient and enticing method of cleaning bits before hanging bridles back up in the tack room after lessons. My Vermont farm is also in an area where water supply is an issue, so having students wash bits under the water hydrant was not a good solution for us. As you can see by our website we are a full time operating lesson stable and boarding barn, not a commercial manufacturer. Although the finished product is assembled for us in Iowa, our Bit Wipes are handled personally in the basement of our house after chores each day, and shipped to retailers across the country and to Canada.



Unloading our Bit Wipes at Horse Amour. Manufactured in the Midwest, but sold case by case out of our home in Vermont

As there are wet wipes for nearly everything, the idea came to me to use a wet wipe for bits. Peppermint is fairly universally liked by everyone, including horses, so I started using paper towels soaked in a peppermint extract and water mix. My students and boarders loved it, and convinced me that this might be a marketable product that could be simply produced. That was in 2004...

Since the addition of Bit Wipes in our barn, we have had great success with our horses taking the bit more readily and our students have an easy and fun way to take proper care of bits without the damaging effects of water on the bridle leather. Young horses who have been bitten from the start with

regular use of Bit Wipes have quickly learned to reach for their bits, since they taste good! The wipes are also so gentle and refreshing that they are great for wiping around the muzzle and dock area as well, and for dirty hands and faces of riders. Peppermint is clean, fresh, 100% natural and has many health benefits attributed to it; from calming qualities for mood to digestive benefits. It is a stress reliever and stomach soother, a feel good aromatherapy. With the 2007 addition of Golden Delicious Apple Bit Wipes, there is now a flavor alternative. (Was...pricing on the flavoring increased, and apple is currently not available)



Reducing the resistance of the biting process has enhanced the horse/rider relationship in our barn and it can do the same in yours! A horse who looks forward to taking his bit is truly a pleasure, and is going to be more relaxed, leading to a softer contact and connection with the rider.

Horse Amour Bit Wipes have since proven themselves to be a wonderful product for cleaning many things! Not just bits, but stirrup irons, hands, nostrils, under the dock of the tail, hooves—anything! If applied quickly to a spill, a good vigorous wipe will even get ketchup off light colored breeches. The peppermint evaporates, and does not leave any unpleasant smell or feel behind. Bit Wipes are a show mom's best friend!



My daughter Stephanie, and a favorite horse “Kato” are the long time models for our page in the ERS catalog...

I carry a canister in my truck to wipe the diesel fuel from my hands at the service station, to clean hands after the drive-thru or concession at a horse show, to give a show ring shine to my horse’s muzzle, nostrils or dock when ringside, or to do a last minute touch up to boots or stirrup irons. The wonderful natural scent of peppermint evaporates entirely, leaving only a fresh tingle and clean feeling behind. I can’t be at a horse show without my Bit Wipes! I’ve been laughed at a few times for carrying my bit wipes into the porto-potty at a horse show, but on a 90 degree day, trust me they are refreshing!

Only triple distilled gourmet peppermint extract is used to flavor Horse Amour Peppermint Bit Wipes; the same peppermint used to flavor ice cream and candy, and \$110/gallon. All ingredients are human-grade, not animal. The wipe itself is of the highest quality; they will not tear or leave fiber behind. There are 40 7 x 8" wipes in each canister. The canister is perfectly portable in any brush box, and is completely recyclable. All ingredients and parts are 100% MADE IN THE USA.



And the basement from the outside. Full with 14 pallets of Bit Wipes!

Because I could not realistically afford advertisement, I submitted product samples to all of the new product columns of every national horse magazine or publication I could find. It got great reviews, and quickly began to sell. I had a booth at the Equine Affaire in Springfield, MA in November of 2004 but I had so many people tell me that it was a "stupid product", "only in America", "who would ever buy that", that I didn't go back to selling face to face. I was contacted by a sales rep who did a great job getting it into tack

shops, and a few years later Bit Wipes were picked up by a major distributor, English Riding Supply. The rest is history. I still love to sell directly to my original customers, and I miss knowing exactly where my product is going, but most of my sales are now through my distributor, and they do an amazing job. It's everywhere now. And all I can handle!

I myself, continue to give riding lessons here at Horse Amour, and do my Bit Wipe business after hours, in the basement of my home. It has been a wonderful, fun adventure! I returned to the Equine Affaire with my new product, the Horse Amour Ultimate Comb, in 2018 & 2019, and found that Bit Wipes are now a local celebrity, a big change from 2004. Everyone loves them and accepts them as a grooming box essential.

Bit Wipes are available at finer tack shops everywhere, and in all of the major equine retail catalogs. Horse Amour sells only to authorized retailers — if that is you, give us a call or send an email requesting dealer information. We are always interested in our customers feedback, and enjoy hearing about the many uses our customers find for their Bit Wipes. Email us today at info@horseamour.com

--Sue

