

## CoolStance for Cool Horses

Over the years, horsemen in America have come to trust *CoolStance* as a source of 'cool', affordable energy for their horses. Its low starch levels and high content of oil and digestible fiber have made *CoolStance* a low NSC, non-heating feed, popular with horse owners from a wide range of disciplines. *CoolStance* has been used to assist with weight-gain, conditioning and maintaining a glossy coat, and poses no risks of starch-related disorders such as laminitis or tying up/founder. It is also suitable for horses suffering with Equine Metabolic Syndrome and Cushing's Disease.

### Why is CoolStance a unique feed?

*CoolStance* contains 8–10% oil as coconut oil, which makes it a unique feed for horses. Coconut oil is very different from many of the other vegetable oils commonly fed to horses. Coconut oil is highly saturated, which makes it very stable (i.e. not prone to rancidity). Coconut oil has a high content of medium chain fatty acids (MCFA), which provide a ready source of energy for exercise. Coconut oil is rich in the fatty acid 'lauric acid' which possesses antibacterial, antifungal and antiprotozoal properties. This may be of benefit to immune function and maintaining gut health.

*CoolStance* can be fed to all classes of horses ranging from breeding and growing horses, to aged horses, pleasure mounts, pony-clubbers and performance horses.

### Key Benefits of *CoolStance*:

- High-density 'cool' energy from oil and digestible fiber.
- Contains less than 2% starch so does not cause starch-related disorders such as excitable behavior, tying up and laminitis.
- Less than 12% NSC
- Rich in Medium Chain Fatty Acids which provide readily digestible energy, and gut health.
- Highly palatable, even for picky eaters.
- May assist with improving body, hoof and coat condition.
- Routinely tested and of assured quality.

---

### Testimonial....Rhonda Davis

*My horses had been on a premium low starch diet for over 3 years and I began to notice how important the NSC content of different feeds is. I was fortunate to find Cool Stance and thought it was an unusual product being that it was coconut. I suggested it to a friend of mine for her laminitic mare and bought a bag for myself to see how the horses liked it. They immediately accepted the new addition in their food.*

*Once I heard how remarkable my friend's mare was doing on the feed, I decided to compare the NSC of Cool Stance to the other food product I was using. I decided right then and there to switch feeds altogether from the cup I was adding to their diet to approximately 2 pounds and eliminating the other feed.*

For more information or to order CoolStance/PowerStance, please  
call 803-647-1200 or e-mail [Claudia@stanceglobal.com](mailto:Claudia@stanceglobal.com)

*I love to research and I read on the internet that university studies are currently recommending low starch diets to prevent and eliminate diseases. I also learned that coconut is one of the "perfect" and healthiest foods for humans and thought it would have to be the same for horses too. The more I learned about Cool Stance I realized it was not just for horses with Cushings Disease or laminitic horses, but would be excellent for prevention of all the 5 manmade diseases such as ulcers, tying up, laminitis, colic and founder.*

*Coconut is very alkalizing, thus neutralizes the acid that is built up in the horse. The traditional grain products such as the starch in sweet feed, corn oats and barley are very acid forming and it is the acid that causes disease. Disease cannot live in an alkaline inner terrain and can only live in an acidic environment. I realized this product is amazingly healthy for horses!*

*My yearlings and weanlings will be healthier and not be encouraged to develop epiphysitis and OCD as they would be on high starch diets. They will be able to fatten up and prepare for the sales barn without the fear of surgery facing them in the future.*

*Also, I live in Arizona with high temperatures during the summers and found this feed to be completely safe for the horses, where normally I would have stopped feeding grain for those few summer months. Not only did I go through the hot summer with less fear of foundering them by using this feed, at the end of the summer, their coats were incredibly shiny. Many people said it was like looking in a mirror and of course wanted to know what I was using. I have told many people about your amazing product so the word is getting out!*

*A bonus in using your product is that the feed never developed those pesky little mealy bugs, and that saves me so much work in not having to clean out the feed room twice during our hot summer.*

*I ask these questions to my fellow horse friends:*

*Why wait till horses are overloaded with acid and showing disease before you put them on a healthy diet?*

*Why let your horse suffer from any of the diseases that grain based diets create?*

*Why pay the vet bills from the disease created from the high starch diets?*

*I love this product and wish to thank you for creating such a wonderful healthy product line that will help protect horses from so many diseases in their lifetime. I hope people use it as a preventative and as a substitute for the traditional heavy grain diets early in a horse's lifetime.*

*Sincerely,  
Rhonda Davis*

For more information or to order CoolStance, please  
call 803-647-1200 or e-mail [Claudia@stanceglobal.com](mailto:Claudia@stanceglobal.com)