

Everything is going to be OK ...with Confidence EQ®



Confidence EQ®

Confidence and the power of pheromones.

Every time there is a stressful event, Confidence EQ® can help reduce stress, build confidence and improve learning. It is a topical gel that replicates an appeasing pheromone signal.

Feature/Function:

Appeasing pheromones naturally signify a safe and secure environment, helping horses deal with new or unexpected situations in a positive manner.

» Benefit:

Help reduce stress and build confidence, and improve learning. Versatile and useful in many situations.

Feature/Function:

Easy-to-use single dose packets. Works within 30 minutes and for approximately 2.5 hours.

» Benefit:

Convenient and works fast.

Feature/Function:

No side effects, not a banned or controlled medication. Does not alter the horse's perceptions (i.e. not a tranquilizer).

» Benefit:

Safe.

 **Bimeda®**

**Sound
Byte**

For information, contact Bimeda at equinesales@bimedaus.com,
1-888-524-6332 or visit www.bimedaequine.com | www.confidenceequine.com

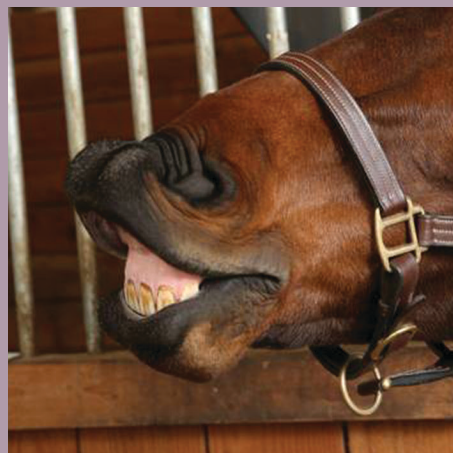
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Pheromones are different from hormones or odors. They are a form of communication. Mares naturally secrete a soothing pheromone towards their nursing foal, a soothing pheromone that provides reassurance and emotional stabilization. Confidence EQ replicates that particular pheromone and offers the same benefits as the natural equivalent.

In essence, this horse appealing pheromone:

- Signifies a safe and secure environment to horses of all ages.
- Is proven to help horses deal with new or unexpected situations.
- Can also help horses focus and therefore can facilitate learning.

Confidence EQ® is a topical gel applied on the inside of the horse's nostril, right where the vomeronasal organ which interprets pheromone signals is located. Confidence EQ® works fast and can be reapplied as needed.



Sound Byte

CHECK-OFF & ECHO NOTES

Check-Off (Qualify)

Identify if a Bimeda representative has been in recently:

Dr., have you been introduced to Confidence EQ?

Do you know it is now part of the Bimeda Equine line of products?

If **YES**, confirm and discuss benefits.

If **NO**, engage/detail the customer as the primary contact.

Confidence

I believe Confidence EQ® will provide an important tool for the management of stress and learning in your patients.

Invitation (neutral)

Let's take a look at some basic information about Confidence EQ®...

It's the customer's decision

...so you can decide whether Confidence EQ® is a solution you'll consider for your patients in cases of stressful situations or to improve training.