

# Essential Equine– QUIK CLENZ

## QUIKLENZ Product Description and Competitor Comparisons

### Essential Equine- QUIKLENZ® Foam-on-Rinse-off Cleaner/Conditioner/Brightener/Dirt Repellent

Unique formulation of cleansers, conditioners, optical brighteners and ionic components

pH balanced to 6.5 so it rinses cleanly and leaves no residue.

Deeply cleansing but not at all harsh to skin or hair.

Works with standard foaming tools that hook directly to any hose.

Will not cause tack or saddle slippage on horses.

40:1 concentrate, 1 gallon should provide around 30 washes.

### Our Competitors

#### **EzAll® Body Wash, Foam-on-rinse-off**

This line of products was the impetus for Healing Tree creating our QuikClenz product. The original formula for EzAll's products had a pH of 10.58 and was nothing more than an industrial cleaner.

Although their formula has slightly changed, it still has an alkaline pH that may clean, but strips natural oils and leaves a filmy buildup on the hair and skin. It is strictly a cleaner, no conditioning or brightening agents.

#### **EQ Solutions**

EQ Solutions Body Wash also uses a foaming tool for application. The most active ingredients, in fairly high concentration, are sodium lauryl sulfate and sodium laureth sulfate. Multiple rinses are required.

#### **Straight Arrow Body Wash**

Nothing more than a shampoo in a foam-on-rinse-off application.