

## HOOF MAGIC Product Description and Competitor Comparisons

### Hoof Magic® Antiseptic

Effectively treats thrush, white line disease, seedy toe, abscesses, etc.  
Contains no alcohol or wax or petroleum products.  
Contains no drying iodine, formaldehyde, or copper products.  
Deeply penetrating, contains Jojoba oil, high in Vit. E.  
Contains benzethonium chloride as well as Tea Tree Oil, natural & pharmaceutical anti-bacterial and anti-fungal agents.  
Will NOT stain clothing or skin; very safe on human skin and any part of the horse's leg, foot, pastern, etc.

### Our Competitors

#### **Copertox**

Copper naphthenate is active ingredient  
Highly staining on clothes, hands and horse's legs.  
Should NOT be used on skin, coronary band, etc.  
Alkaline and drying.  
May have future EPA concerns.

#### **Thrushbuster, Thrush-X, Thrush Magic, Life Data product**

Utilize formaldehyde, iodine and other drying and alkaline ingredients.  
Stains clothing, hands and horse's legs and feet.  
Should not be used on skin, coronary band, other parts of the horse other than the sole and frog area.

#### **Bleach, Clorox, etc.**

Very alkaline and drying  
Ruins clothing and can scald horse's skin, etc.