

## WOW!® Sustained Action Whitener, Natural Color Restorer, & Green Spot Remover Product Description and Competitor Comparisons

### Essential Equine- WOW!® Whitener & Green Spot Remover

NOT a bleach, dye or stripping agent

Specifically formulated to break the ionic bond between grime, dirt, feces, urine, dust, stains, etc. ionically attached to hair and skin.

Not a cover-up!

Pleasant peppermint oil scent

Turns yellowed manes, tails, and feathers back to natural color!

Natural brightening action for any color horse

Works on grass and manure stains rapidly!

Safe, clean, easy to use, with NO purple mess!

### Our Competitors

#### **Cowboy Magic Green Spot Remover and similar products:**

To be quite honest, there is **NO** comparable product to **WOW!**® since no other product uses proteolytic enzyme action to safely work on stains. All other products that claim to remove green spots, manure, etc., essentially work as shampoo and cleansing agents.

And there is **NO** other product that can claim to restore the natural color of yellowed manes and tails that does not utilize bleach, dyes, or harsh chemicals.