



NEWS RELEASE

**FOR IMMEDIATE RELEASE**

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## New Equine Technology Now Available in West Coast Market

Paris, KY - A technology used for years by Olympic athletes and the U.S. Navy is now available to equine trainers, riders and enthusiasts worldwide. The use of negative ions is now harnessed in a new fabric technology to provide horses the very best in restorative care. Sirona, Inc. provides a range of 'wearable' technology for your equine athletes. The fabric used in these products has been treated through a patent-pending process known as IonX. This process creates Ionized Energy Fabric. Once treated, the fabric is a field of negative ions. When placed on the skin, these negative ions react with positive ions already in the body, which were created through strenuous exercise. In short, the negative ions pair with the positive ions, produce energy and help balance the body's restorative process.

When used with horses, Sirona's technology has been proven to alleviate pain, reduce inflammation and lactic acid buildup, and increase circulation and blood oxygen levels.

**Is it illegal?** Because IonX technology works *with* the body naturally, and contains no chemicals or drugs, it cannot be considered doping. The same technology has been used by Canterbury of New Zealand in the World Rugby Games. During the games, the World Anti-Doping Agency ruled of IonX products that "...since such technologies do not contain prohibited substances, these technologies should not be considered as a banned method."

Equine IonX products never *enter* the horse's body. The fabric works *with* the body's natural processes simply through contact.

**How is the technology used on horses?** Sirona, Inc. brings you the revolutionary technology of IonX in a form already known and trusted in the horse industry. A line of blankets, wraps and bandages are available so trainers and riders can start using Sirona products as part of their regular care routine for their horses.

Joe Sandven of Tantalus Farm in North Carolina started using Sirona equine Ionx products on his champion dressage horses Rachmaninoff and Ronatella S last year.

"I was extremely pleased to see immediate and significant changes in muscle recovery and (it) reduced swelling for both horses," says Sandven. "I feel like I am helping the horses recover on a daily basis. Why wouldn't you give your horse this advantage?"

Sirona IonX is introducing the new line at the 1<sup>st</sup> annual **Sacramento International Horse Show** which is being held November 6-9, 2008 at the Murieta Equestrian Center

The line is available by catalog, at [www.sirona-ionx.com](http://www.sirona-ionx.com) or at select tack shops: