

REVIVAL INFORMATION SHEETS

HEIRO – 2024

HEIRO POWDER IS PART OF A 4-STEP PROGRAM TO REDUCE IR

IR = INSULIN RESISTANCE = HIGH BLOOD INSULIN IN HORSES CAUSED BY METABOLIC IMBALANCE

General

- IR is the #1 cause of laminitis in the world. It also irritates nerves in feet = sore.
- Heiro created the IR category in animals. We were the FIRST.
- People want evidence of why Heiro works so we have with this product and ALL products, multiple articles in university studies.
- Pain in all animals also increases insulin, and if sore, piles more insulin on top of metabolic IR – pain needs to be addressed to get healing. We have a 5th step if painful.
- Our IR program is for informational purposes only, not telemedicine or to diagnose/treat or to be a substitute for the owner's barn vet/farrier exams or advice.

What does IR look like in a horse? This is included on the label.

- Chronic sore feet – rotation of the coffin bone in the foot
- Cresty / fat deposits in neck – Founder / Laminitis history
- On Cushing's meds but still foot sore – easy keeper – stays overweight even on little food – painful on hard / rocky ground
- If on pasture, often gets foot sore

We have Free Veterinary Consults for your customers – they can call or email me – on our website, we have a “Tell us about your horse” form – so we can give personal experiences and tailored programs.

The Heiro Program - 4 Steps (+ 5th step if accompanying pain)

Our Motto: *GET YOUR HORSE BACK ON GRASS FASTER*

Horses are meant to run and play with other horses in a field... NOT be doomed to a dirt lot – Heiro helps horses gain and maintain a good quality of life.

1. **Hay** – Slow / Steady hay eating in the right amount and right rate will lower insulin – No gobble, hours of no food, gobble – that ups insulin (no good). A set amount of hay and using slow feeder hay nets so hay even at 3 am. Once on program for 60 days, we can go over how to get on a slow ladder up on grass pasture.
2. **Ration Balances** – higher protein / low carb – lowers insulin also – by increasing muscle (biggest user of insulin so drops insulin) and helping slow food out of stomach so less insulin spiking and protein helps improve quality of hoof. All major feed companies carry – Purina, Nutrena, Triple Crown, Tribute, Buckeye...
3. **Thyroid Hormone – Testing and Powder**
 - a. Ranges
 - i. All IR horses have levels of T4 hormone in bottom of normal range (Range 1-3) = suboptimal = “low normal”

- ii. What is high normal? – Range is 1-3 of T4, so you are 1.2 for example, but want to be 2.5-3.0 in high normal. It's like a kid in high school getting a 'C' versus an 'A+' – both normal, one better.
- iii. This is why you want high normal T4. Vet has thyroid powder to give to get up to high normal!
- b. Thyroid Powder
 - 1. Helps 2 X insulin sensitivity
 - 2. Helps in nerve repair – to help increase foot comfort
 - 3. Helps in muscle metabolism
 - 4. Helps in immune modulation
 - 5. Helps in horses on pergolide for Cushing's. This medication lowers T4.
- c. T4 Test #1, vet will put on thyroid powder (usually 2 scoops = 24 mg 1x/day in am) for 30 days, retest T4 again (Test #2) to ensure in high normal. Lifetime med – only 30 cents per scoop – proven easy to dose/cheap.

4. Heiro

- a. 1 scoop am + 1 scoop pm for 10 days then 1 scoop a day in am when insulin peaks. Add to balancer – can add 3 Tbsp of sugar-free applesauce or some beer to allow Heiro and thyroid med to stick to feed.
- b. ***On for life ***

5. If sore:

- a. Boots to protect nerves in front feet. On 2 weeks / 24 hours a day. Clean out daily.
- b. Venice of Turpentine – available at tack shops - paint soles of feet 2x/week for life – toughen them up so not sore on rocks
- c. Absorbine Gel – available at tack shops – massage behind front leg ankles where nerves to feet go – menthol calms nerves. 2x/day, 7 days in a row, use a blob size of a ½ a Ping-Pong ball.
- d. Thyroid powder – see above
- e. Stall rest – If sore, even a little – in 24/7 for 7 days, bed deep in shavings. Let heal, let nerves in feet rest.
- f. Meds – Equioxx tabs – provided by vet. 14 days in a row – can also add Tylenol.

What to Expect in Heiro?

- a. Moves better in 10 days
- b. Test insulin in 60+ days – will be normal
 - i. Only IR product able to make this claim – owners get black and white evidence of it working
- c. No laminitis anymore
- d. Able to set up a program to slow ladder back on grass time

Cost?

- a. 90 Day - \$1.41/day
- b. 180 Days - \$1.30/day = \$39/month
 - i. Economical
 - ii. A complete and comprehensive program of steps.
 - iii. Free vet consults
 - iv. Black and white numbers to show effectiveness.