



FOR IMMEDIATE RELEASE

CONTACT:

jpiazza@equinenutraceuticals.com

855-647-9729

**Journal of Equine Veterinary Science Study:
Coenzyme Q10 in Equine Serum: Response to Supplementation
Sinatra ST, Chopra, RK, Jankowitz S, Horohov DW, Bhagavan HN.
*J Equine Vet Sci. 2013;33:71-73***

--

**Latest research by Dr. Stephen Sinatra and colleagues Breaks New Ground on
the Role of Coenzyme Q10 in Performance Equines**

*Equine Nutraceuticals, LLC aims to help maintain overall health and well being of
Performance Equines with Innovative Products and Patented Technologies backed
by Published and Peer Reviewed Studies*

MANCHESTER, CT, FRIDAY, FEBRUARY 22, 2012 — Equine Nutraceuticals, LLC
announced that the results of a groundbreaking scientific study regarding Coenzyme Q10
(CoQ10) and performance equines is now available for download on the company's website.

The study, recently published in JEVS , researched for the first time the presence of CoQ10 in
equine and the response to CoQ10 supplementation. The research, conducted by a team led by
Dr. Stephen Sinatra, MD, of the University of Connecticut School of Medicine, and Dr. David
W. Horohov of the Maxwell Gluck Equine Research Center at the University of Kentucky,
shows that CoQ10 occurs in much lower concentration in racehorses than in other species, and
that CoQ10 supplementation in 2 year old thoroughbreds boosted serum CoQ10 levels.

Paul H. Schwartz, DVM, President of Equine Nutraceuticals commented "The importance of
CoQ10 in overall health and its role in cellular bioenergetics has been well established in

general, but to date not studied in racehorses. This study shows that this important coenzyme naturally occurs in much lower concentrations in the blood serum of racehorses, and that supplementation with CoQ10 can improve that effectively.” He added, “We at Equine Nutraceuticals are strong believers in research to inform our product development programs, and this study gives us a foundation that could lead to advances in health and wellness that is ultimately beneficial to performance.”

Equine Nutraceuticals found that veterinarians and Thoroughbred Owners and Trainers showed a great deal of interest in this study while exhibiting at the 2012 AAEP show in Anaheim, CA. “They were interested because the study happens to be the first of its kind concerning CoQ10 and racehorses in training,” commented Schwartz. “We are pleased to make it available to anyone interested in our products because it demonstrates our commitment to rigorous research and the Veterinary Community as a whole.”

The study was carried out with 2-year old Thoroughbred horses. Total CoQ10 (reduced and oxidized forms) in serum was assayed by high-performance liquid chromatography. The data show that horse serum contains CoQ as CoQ10, at a much lower concentration as compared with that of humans and several other species. On supplementation with CoQ10 at 800 mg a day (1.47 mg/kg body weight), there was a significant increase in serum CoQ10 concentration, approximately 2.7-fold at 60 days. CoQ10 supplementation at this dosage was found to be safe and well tolerated.

Equine Nutraceuticals features a highly bioavailable form of CoQ10 in its new supplement product, Double Diamond[®] I Formula for Peak-Equine-Performance. Targeted as the “Equine Energy & Recovery-Powerhouse,” studies show this special synergistic formula helps support and maintain healthy inflammatory-responses in performance equines, specifically:

- Mitochondrial Powerhouse
- Helps Energize & Maintain Optimal Mitochondrial Functioning & Peak-Equine-Performance
- Helps Support Recovery After Performance Events

- Studies Show That Specific Supplementation Helps Support & Maintain A Healthy Inflammatory Response In Young Race Horses During Training
- Utilizing Patented Technologies For Enhanced Bioavailability of the ingredients.

The Double Diamond[®] I Formula was created based on the scientifically proven and published research in the landmark book, “The Sinatra Solution: Metabolic Cardiology.”

This is a novel product that features:

- No fewer than eight (8) patents in a patented pending formula in addition to patented technology for enhanced bioavailability of the CoQ10 ingredient
- GRAS-approved raw materials sourced from four Pharmaceutical ingredient suppliers
- Blended in a state-of-art facility licensed to manufacture pharmaceuticals.

The process of developing the product took almost five years and included a review and oversight process involving top equine veterinarians and other medical professionals who make up the company’s 20-member Scientific Advisory Board.

“We hit the ground running with over 40 years of experience in the health and equine performance businesses, and recruited a top notch advisory board of Veterinarians, MDs, PhDs, Pharmacists and other healthcare professionals. Our formula and philosophies truly represent cutting edge science.” said Dr Schwartz.

Ingredients in this patent pending proprietary formula include:

- Patented Bioenergy Ribose[®] - A Mitochondrial Energizer That Helps Enhance Recovery And Endurance
- Patented HydroQSorb[®] CoQ10 – The Most Bioavailability of Any CoQ10 product in The World – The Spark For Energy

- Patented GlycoCarn[®] Glycine Propionyl L-Carnitine Hydrochloride (GPLC) – The Ultimate Performance Enhancing Ingredient – brings the formula together to help optimize overall functioning and recovery
- Patented Bio-Curcumax[®] BCM-95 – Highly Bioavailable Turmeric Extract Helps Maintain Healthy Inflammatory Responses
- BosPure[®] Boswella (10% AKBA) – Helps Maintain Healthy Inflammatory Responses

(Additional details on the ingredients and formulation can be found on the company’s website at www.equinenutriceuticals.com)

The new product is available exclusively through Veterinarians, in keeping with the company’s belief that equine medical professionals are the critical link between the overall health & wellbeing of performance equines. Trainers, farm managers, breeders, and other professionals involved in their care and training can get this product only thru veterinarians; the company is fully committed to the belief that Veterinarians are best suited to oversee all aspects of managing performance equines. Because of the interest in non-pharmacologic and other new modalities, this commitment to the Veterinary community means that the company will be actively seeking the support of veterinarians as the exclusive distribution channel to ultimately deliver on the goal of helping to manage the reduction of exercise-induced inflammatory pathologies in racehorses.

About Equine Nutriceuticals, LLC

Equine Nutriceuticals, LLC is a privately held company founded by a group of Veterinarians, MDs, PhDs, Nutritionists, Health Professionals, and Thoroughbred Owners with the goals of setting new standards of excellence in helping maintain the overall health and well-being of the Professional Equine, through innovative programs. Equine Nutriceuticals’ products are made available exclusively through Veterinarians. This underscores the company’s commitment to its mission. Through its relationships with veterinarians, health and science professionals, the medical community, ingredient suppliers and manufacturers, and leading universities, the company is focused on scientific research, testing and producing proven “next generation”

products for Performance Equines, as evidenced by its work to date. More information:
www.equinenutriceuticals.com.