

For Immediate Release
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**Summer Whinnys™ and Whinny Warmers®
'Vet Out' for Optimum Leg Protection in Any Season**

Tallahassee, FL (September 26, 2013) For many owners a change of seasons calls a truce in the battle against biting insects, summer sores and the dermatological scourges that plague equine legs in warm wet weather. Early winter is often greeted with a sigh of relief and welcome anticipation of such 'cozy' tasks as cutting wood, watching the first snow mark the end of fire season, and cleaning out the tack room and barn.

But for many horses, ponies and long ears, winter wages a new attack in an ongoing battle for comfort and relief. Cold temperatures mean pain and debilitation for equines suffering from circulation-impairing diseases such as IR Cushing, Metabolic Equine Syndrome, laminitis, founder or arthritis. Raymond Petterson, President of Sox For Horses, Inc. offers two equine sock designs that offer the perfect seasonal transition: protecting legs to encourage faster healing of end-of-summer leg sores and pastern dermatitis issues, and insulating the legs of those who need warmth and comfort against colder temperatures the most.

"Whinny Warmers® are winter-warmth socks for horses that have been designed with dual uses" says Petterson. "Keeping legs warm is about increasing circulation and adding warmth and comfort without the use of pain-relieving drugs. But that's only one value. Keeping legs warm prior to the physical demand of performance and competition is as important a 'warm-up' for a horse as for any athlete's intense physical exertion in cold temperatures. "Wearing Whinny Warmers® mean a horse's legs are as warm and protected from potential injury as a ballerina wearing leg warmers prior to her on-stage performance. It's the same physiological approach in terms of muscle and tendons, connective tissue and blood flow."

Winter presents new challenges created by constant exposure to bacteria harboring mud and moisture. Summer Whinnys™ protect conditions such as mud fever, have no fear of moisture or dirt and will work as that necessary clean protection that will make all of your efforts to heal sores, abrasions, dermatitis, wounds and injuries much more effective.

The anti-microbial fly barrier woven into every set of Petterson's second equine sock design, Summer Whinnys™ has a record of satisfaction among owners and veterinarians that transcend their use for 'only' summer wear. The powerful antimicrobial fiber incorporated into this amazing sock and its ability to breathe and wick moisture from the skin have made it a must-have for every equine medicine chest year-round.

“Summer Whinnys™ represent the most current antimicrobial science you can have around your horse’s legs,” says Petterson. “Many pastern dermatitis issues only begin to heal by the holidays and for some, the issues are just beginning. Summer Whinnys™ can help create and maintain a clean environment – any time of year -- that reduces the entry of dirt, debris or bacteria into a pre-existing wound. So all efforts as veterinarian/owner/nurse, as well as your horse's own healthy immune system, can make headway toward getting such conditions healed. I believe that the most effective protection in the winter requires washing the socks more often, but the results are well it.”

Sox For Horses, Inc. has been on the road in 2013, introducing veterinarians to the multi-faceted benefits of their money-saving equine socks. This winter they will be meeting and greeting the most respected names in equine health and advancements in horse care at the American Association of Equine Practitioners annual conference, December 8-10, in Nashville, TN.

“When veterinarians put Summer Whinnys™ to use on a hard-to-handle leg condition, they will see for themselves how valuable and complete this sock is as a tool for leg protection. I welcome the high degree of professional examination of our designs that the veterinarians at AAEP will offer.

“Summer Whinnys™ and Whinny Warmers® are not 'just' socks. They are amazing tools for helping owners better help their horses.”

About

The Sox For Horses, Inc. mission is to help owners better help their equines, to make a difference in the lives of people and animals through support of equine and animal rescue organization, and to secure and add jobs in American manufacturing. Dealer inquiries are welcome. Whinny Warmers® and Summer Whinnys™ are Made In America. Visit www.whinnywarmers.com or call Sox For Horses, Inc. (850) 907-5724 to talk to a real person about fitting the right socks for your horse.