

“Does YOUR horse love her bit?”

Horse Amour Peppermint Bit Wipes evolved as a simple solution to a common problem. I am a local riding instructor who teaches a large school of riders, from beginners on up, and I needed an efficient and enticing method of cleaning bits before hanging bridles back up in the tack room after lessons. My Vermont farm is also in an area where water supply is an issue, so having students wash bits under the water hydrant was not a viable solution. As you can see by our website we are a full time operating lesson stable and boarding barn, not a commercial manufacturer. Although the finished product is assembled for me in Wisconsin, my Bit Wipes are handled personally in the basement of my house between or after chores each day, and shipped to retailers across the country and to Canada.





Unloading Bit Wipes at Horse Amour. Manufactured in the Midwest, but sold case by case with love, out of our home in Vermont

As there are wet wipes for nearly everything, the idea came to me to use a wet wipe for bits. Peppermint is fairly universally liked by everyone, including horses, so I started using paper towels soaked in a peppermint extract and water mix. My students and boarders loved it, and convinced me that this might be a marketable product that could be simply produced. That was in 2004...

Since the addition of Bit Wipes in our barn, we have had great success with our horses taking the bit more readily and our students have an easy and fun way to take proper care of bits without the damaging effects of water on the bridle leather. Young horses who have been bitted from the start with regular use of Bit Wipes have quickly learned to reach for their bits, since they taste good! The wipes are also so gentle and refreshing that they are great for wiping around the muzzle and dock area as well, and for dirty hands and faces of riders. Peppermint is clean, fresh, 100% natural and has many health benefits attributed to it; from calming qualities for mood to

digestive benefits. It is a stress reliever and stomach soother, a feel good aromatherapy. With the 2007 addition of Golden Delicious Apple Bit Wipes, there was a flavor alternative for awhile. (Was...pricing on the flavoring increased, then the supplier closed and apple is currently not available, but it is in the works to be reinvented in a red Apple version in 2024)



Golden Delicious Apple 2007



Joey and Halo taste testing 2024!

Reducing the resistance of the biting process has enhanced the horse/rider relationship in our barn and it can do the same in yours! A horse who looks forward to taking their bit is truly a pleasure, and is going to be more relaxed, leading to a softer contact and connection with the rider.

Horse Amour Bit Wipes have since proven themselves to be a wonderful product for cleaning many things! Not just bits, but stirrup irons, hands, nostrils, under the dock of the tail, hooves—anything but eyes! If applied quickly to a spill, a good vigorous wipe will even get ketchup off light colored breeches. The peppermint evaporates, and does not leave any unpleasant smell or feel behind. Bit Wipes are a show mom's best friend!



My daughter Stephanie, and a favorite horse "Kato" are the long time models for our page in the ERS catalog...

I carry a canister in my truck to wipe the diesel fuel from my hands at the service station, to clean hands after the drive-thru or concession at a horse show, to give a show ring shine to my horse's muzzle, nostrils or dock when ringside, or to do a last minute touch up to boots or stirrup irons. The wonderful natural scent of peppermint evaporates entirely, leaving only a fresh tingle and clean feeling behind. I can't be at a clinic or competition without my Bit Wipes! I've been laughed at a few times for carrying my bit wipes into the porto-potty at a horse show, but on a 90 degree day, trust me they are refreshing!

Only triple distilled gourmet peppermint extract is used to flavor Horse Amour Peppermint Bit Wipes; the same peppermint used to flavor ice cream and candy, and \$137/gallon. All ingredients are human-grade, not animal grade. The wipe itself is of the highest quality; they will not tear or leave fiber behind. There are 40 7 x 8" wipes in each canister. The canister is perfectly portable in any brush box, and is completely recyclable. All ingredients and parts are 100% MADE IN THE USA. 4+ year shelf life.



And the basement of my house from the outside. Full with 14 pallets of Bit Wipes!

Because I could not realistically afford advertisement, I submitted product samples to all of the new product columns of every national horse magazine

or publication I could find. It got great reviews, and quickly began to sell. I had a booth at the Equine Affaire in Springfield, MA in November of 2004 but I had so many people tell me that it was a “stupid product”, “only in America”, “who would ever buy that”, that I didn’t go back to selling face to face. I was contacted by a sales rep who did a great job getting it into tack shops, and a few years later Bit Wipes were picked up by a major distributor, English Riding Supply. The rest is history. I still love to sell directly to my original customers, and I miss knowing exactly where my product is going, but most of my sales are now through my distributor, and they do an amazing job. It’s everywhere now. And all I can handle!

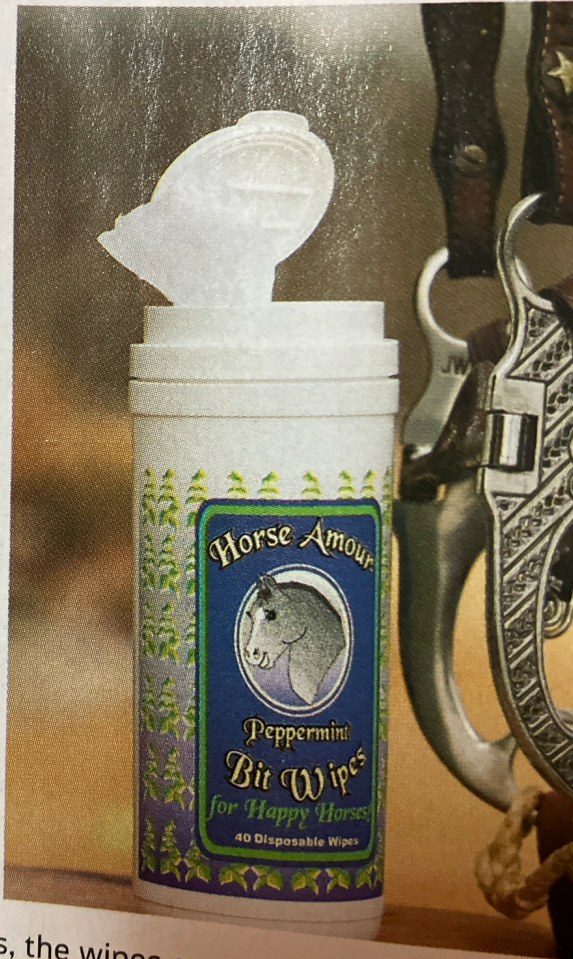


The photo above is from Horse Illustrated, May 2004

Even Horse & Rider published Bit Wipes in their new products column!

A BIT MINTY

If your horse likes peppermints, check out Horse Amour Peppermint Bit Wipes. These handy disposable wipes (developed by Sue Cook, a riding instructor, barn manager, and mom) are infused with peppermint oil to leave a minty taste on a freshly cleaned bit. *Bonus:* They're a great item for 4-Hers or Pony Clubbers. Kids love giving their horses treats (and the peppermint flavor may help ease biting struggles), plus, the wipes are a great incentive for



I myself, continue to give riding lessons here at Horse Amour, and do my Bit Wipe business after or between barn hours, in the basement of my home. It has been a wonderful, fun adventure! I returned to the Equine Affaire with my new product, the Horse Amour Ultimate Comb, in 2018 & 2019, and

found that Bit Wipes are now a local celebrity, a big change from 2004. Everyone loves them and accepts them as a grooming box essential.



Bit Wipes got an unexpected makeover in 2021, the plastics company that I had been with for 14 years discontinued all of its small product lines, and I had to find a different company (I did!) but the canister size and lid were different, so I needed to redo my labels, and decided to go better!! The beautiful horse above is my daughter Betsy's OTTB, Janet's Hope, known to us as Stella. Stella's face is featured on the new labels. The following year my chemical company did the same thing; let go of all of its small customers. I have found though, that when one door closes, another one opens! I have a BETTER canister, a gorgeous label and my new company

knows me by my first name. I couldn't be happier, and plan to bring back an Apple Bit Wipes product in 2024, thanks to their support.

Bit Wipes are available at finer tack shops everywhere, and in all of the major equine retail catalogs. Horse Amour sells only to authorized retailers and is distributed to them by English Riding Supply, so contact them today to order! Or, if you are a brick and mortar shop that is too small to be an ERS customer, give me a call or send an email requesting dealer information. We are always interested in our customers feedback, and enjoy hearing about the many uses our customers find for their Bit Wipes. Email us today at info@horseamour.com

--Sue

Scotch even gives Bit Wipes a big thumbs up!

