

## Having Problems Feeding Your Horse Pills? PROBLEM SOLVED!

For immediate release (4/23/2015) --- Camp Verde, AZ ---- Camp Verde resident and owner of 707 Ranch LLC, Nancy Pohlman, has just invented two new products that will revolutionize the way horses are fed supplements. These products, called Horse Pill Carriers™ and Horse Psyllium Defenders™, make it easy and quick to give horses their necessary medication and psyllium. After testing a small market, 707 Ranch LLC has received a 100% positive feedback, with demands to increase production for both products. They will be launching an **Indiegogo** campaign this summer to help financially meet those demands.



Nancy Pohlman created the Horse Pill Carriers out of necessity when she was faced with the dilemma of trying to feed pills to one of her horses, without having to fend off her other horses. She was also struggling to make sure her horse ate the pill and did not reject it based on taste. Pohlman started tinkering around in her kitchen to come up with possible ways of feeding her horse what she needed in a compact flavorful manner. The result was a combination of VERY high quality horse feed and other natural ingredients known to be good for horses such as vitamin E oil that was then flavored with maple (Fenugreek) which is ranked as the number one flavor horse love based on testing in the UK. Afterwards, she shaped the ingredients purposefully into a form that made it easy to carry the pills in, and convenient to throw in with the rest of the horse's feed, all while keeping the pill from falling out. It took close to a year to discover the correct recipe that horses love, and the perfect shape that could easily carry the pill.

Pohlman's revolutionary Horse Pill Carriers™ have been tested on numerous horses at local Arizona equine Veterinarian facilities (Central Arizona Equine) and privately owned ranches. **Karen and Kevin Stallings, World Champion Working Cow Horse trainers** located in Camp Verde, tried the



Horse Pill Carriers™ with her own horses that needed daily pills and was astounded with the results. “The horses didn't fuss at all, they all got the medications they needed without any hassle, and the horses actually LOVED them!” Stallings exclaims after her first use of the Pill Carriers™. Stallings has switched all of her horses who need various medications over to using the Pill Carriers™, saving her time and effort every day.

After the immediate success of the Horse Pill Carriers™, Pohlman began experimenting with putting other supplements into compact forms that are easy to give to horses. This led her to the invention of 707 Ranch LLC's second equine health product, the Horse Psyllium Defenders™, or Horse Biscuits! The Psyllium Defenders™ are created to make it easy for equine caretakers to provide the horses the typical amount of pure Psyllium to aid in the prevention of sand colic, a common disease among horses.

Due to the success and increasing demand of the Horse Pill Carriers™ and the Horse Psyllium Defenders™, 707 Ranch LLC will be launching an Indiegogo campaign this summer to raise money to expand their manufacturing. 707 Ranch LLC, a family owned and operated company, assembles all of their products in Camp Verde, Arizona. Currently, they only have the ability to manufacture a small portion of the growing demand for their products. **Bent River Machine of Clarkdale, AZ** developed unique automation machines to build their products. They were partially financed with a loan from the **Verde Valley Economic Organization (VVREO)**. With the additional projected money to be raised from the **Indiegogo** campaign, they hope to expand their equipment and fully automate to ensure enough product is made to reach all horse owners who are looking for a safe and effective way to deliver medication to their horses. They project that 5000000 pills a month are given to horse in this country.

All of Pohlman's inventions are patent pending and backed by scientific studies to insure that her products are of the best quality and safe for the horses to eat. At present time, the Horse Pill Carriers™ can be ordered in bags of 14, 28 or a box of 100, and the Horse Psyllium Defenders™ are available in a bag containing the necessary amount for one week a month of Psyllium. To order or to learn more about the upcoming Indiegogo campaign or future products by 707 Ranch LLC, visit [www.707ranchllc.com](http://www.707ranchllc.com) or <https://ranch-707.myshopify.com/> or email [ranch707@msn.com](mailto:ranch707@msn.com).

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**Horse Pill Carriers™**

*"The time saving and easy way  
to give your horse pill  
medication"*



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bag labels for the pill carriers:

