

Quality...A Family Tradition™

Finish Line®

HORSE PRODUCTS

GUARANTEED TO WORK OR YOUR MONEY BACK!™

COMPANY OVERVIEW

The Best are

#FueledByFinishLine

About Finish Line Horse Products

In order to best serve the horse community, we are constantly in development of advanced new products at our headquarters. The availability and wide range of analytical equipment are invaluable in both R&D (research and development) and the quest to ensure new products meet our standards. This is also applicable to the QC (quality control) of existing products. The variety of instruments you will find in our lab is a testament to the procedures our team has in place to guarantee our products meet or exceed expectations. Each incoming shipment of raw materials is inspected to ensure it meets our quality standards.

The integrity of our ingredients will not be sacrificed – which is why we can guarantee every product, every time it leaves our warehouse. Raw materials are quarantined on arrival and can only be used in manufacturing after approval, per the procedure in Finish Line®'s NASC BMP manual (National Animal Supplement Council; Best Manufacturing Practices manual). The lab is headed by our chemist who has over 35 years experience as an analytical chemist and formulator. He has been associated with Finish Line® since the early 1980's and is a huge asset. Long-term R&D formulation projects can last up to two years, with input from veterinarians, trainers, and specialists such as farriers. We are honored to have an arsenal of top equine professionals to help make sure we are providing products that work....guaranteed!

WHY PARTNER WITH US



COMMITMENT

Our commitment to our dealers of all sizes will never be compromised.

We believe in supporting those that believe in helping owners ensure their horses are receiving the best products available.



PROGRAMS

We offer a variety of programs to guarantee our dealers are receiving the best prices to attain healthy margins and keep products turning.



GUARANTEE

All of our products are veterinarian researched and because of this, we offer a 100% money back guarantee at the product level. We handle all refunds to ensure our dealers are secure in this.

TOP SELLING PRODUCTS

We like to keep our dealers in the loop on what is selling on a national and regional level and are happy to assist with the right product mix of top selling products.



Finish Line® Electrolytes and Trace Minerals help promote healthy hydration in your horse by replacing electrolytes lost during daily activity. This electrolyte/mineral replacement replenishes electrolytes. Apple-A-Day™ was the original apple-flavoured, no sugar electrolyte!



TOTAL CONTROL® is an all-in-one supplement designed with the performance horse in mind and is formulated to combine the active and quality ingredients of five Veterinarian Approved Finish Line® Horse Products: Apple-A-Day™, U-7™ Gastric Aid, Fluid Action® HA, Feet First® Coat 2nd, and Iron Power® – all into one palatable, daily supplement.



U-7™ Gastric Aid is an easy-to-feed Vitamin/Herbal blend that helps promote a healthy equine digestive system including the foregut and hindgut. On the market for over 20 years with over 20 million servings and NO known side effects. Clinically Studied.



Fluid Action® HA Powder is concentrated, economical, and the best value with a taste that horses love! Fluid Action® HA Powder promotes healthy, well-lubricated joints. Safe for use in horses, dogs and cats. Finish Line® Fluid Action® HA provides 25mg per ounce of Sodium Hyaluronate (HA), the stable and orally absorbable form of hyaluronic acid, for extra support to promote and preserve healthy joints. contains no fillers and no artificial coloring.

IN-STORE SUPPORT

We offer banners, window clings, shelf talkers and samples for events or sales annually. We also will send samples and flyers on new products for your store.



SHOW SPECIALS

We work with multiple established distributors during windows of trade shows and promotions to ensure we have specials that enable our dealers to have the best margins for the most profit!



Finish Line Horse Products Marketing

Our marketing department strives to create a long lasting impression in a variety of disciplines by keeping up with relevant methods to expose the brand and create demand. We also host a dealer exclusive website so dealers have access to assets at all times.



PROMOTION AND ADVERTISING

We use a variety of methods: internationally, domestically and regionally to promote our products and their availability through our dealers.

Google Ads

Print Advertising: Practical Horsemen, Chronicle of the Horse, BloodHorse, Horsemen's Journal are some examples

Social Media Campaigns



Endorsers

We have a roster of well respected and accomplished endorsers in a variety of disciplines, which we feel is a direct testament to the quality of our products!



Example of some Endorsers:
Margie Engle - Olympian Show Jumper
Arno Honstetter - N.R.H.A Champion
Larry Jones - Graded Stakes Thoroughbred Trainer
Richard Mandella - Hall of Fame Thoroughbred trainer
Shug McGaughey - Hall of Fame Thoroughbred trainer
Amber Levine - Champion Eventer





Made in the USA



For More Information and
Where to Buy Please Contact a Product Specialist at 1-800-762-4242 | www.finishlinehorse.com