

**June 2014**

**Ruggle-it Testimonial**  
for  
**Severe Summer Itching + General Flies/Bugs**

[**ZOOM NOTE:** To clearly see this text, please use the '+' keys on the top of this screen to enlarge it to 100% or greater]

All [REDACTED] areas are text/names/descriptions that may contravene Veterinary Medicines Directorate regulation; text within [] has been inserted by this office.

**Part 1 of 2.**

**From:** Mrs Nex, Chard  
**Sent:** Saturday, June 14, 2014 5:02 PM  
**To:** Ruggles & Stopitall Ltd  
**Subject:** Please could you send me a new planner?



Hi, I'm a regular customer and have been now for two years - it's the only thing I've ever found which keeps my little [REDACTED]-itch [determined summer-itching] prone pony (Beau – 25 years old) comfortable so thank you from me and from him!

However I've lost my planner from last year and would really like another copy. Is there any chance you could email a copy to me? I should know by now what the routine is but I really like having the calendar as I enter it in my phone so I don't forget... [R&SL Note – what a clever idea..!]

Thank you!

S

**Part 2 of 2.**

**From:** Mrs Nex, Chard  
**Sent:** Monday, June 16, 2014 1:32 PM  
**To:** Ruggles & Stopitall Ltd  
**Subject:** RE: Mrs S Nex - your elderly pony - Feedback, Planner, Clever idea

Hello Karen, thanks for the planner.

The in-depth approach is one of the things I find really reassuring about your way of doing things. You have very obviously tried this out and are giving your very best experience which makes me believe you properly care about the animals you're treating (unlike many more commercial firms with their 'one size fits all' approach!).

You were recommended to me by a lady who bought a rug off me who keeps Icelandic ponies who are apparently extremely prone to [REDACTED] [summer itching]. She'd been trying absolutely everything for seven years and said this was the only thing she found which sorted her boys out.

I put the planner on my phone by saving it to my desktop and then adding it to Evernote - it's an app where you can put lots of useful stuff including PDFs to read on the go, so perfect for documents like these! I also type little reminders into my calendar (also on my phone) so I don't forget to treat Beau. I've found that if you stick to the plan, Ruffle-it's really effective: it's always

when I've missed a day when he starts to itch again (the midges seem to come back pretty quick when I've slipped on the treatment plan which to my mind completely **confirms** that it's the **Ruffle-It which is working, not just coincidence!**)

I'll add a picture - not great quality but I hope it shows what a **handsome lad** he is even though **he's now about 25 years young!** He's a **World Horse Welfare 'rescue' pony** - though he doesn't have a bad back story, it's just that he's only 12.2hh so everyone who's ever had him has grown out of him and then found they didn't have room for him (can't understand that at all myself, but there we are). He's actually an extremely well-schooled ex Pony Club pony - my daughter has been riding him very happily but unfortunately she too is now 14 and taller than me (!) so is too big for him too. We won't be giving him back though - he's now enjoying his retirement and keeping my Connemara pony Fudge (the dozy bay mare in the background) company.

He's in his **anti itch rug too at the moment - I find he needs rug protection as well as the Ruffle-It but then he does suffer quite badly.** I've tried the **rug without the Ruffle-It and he just rips it to shreds trying to itch through it** (expensive!). Also tried Ruffle-It without the rug but that's **not enough** either and he always manages to find some bits that still itch. **So it's both he needs** - then he stays comfortable.

- **[R&SL comment.]**
- *Whilst many, many horses end up **fully naked** of rugs year in year out with Mother Nature's Ruffle-it (see lots of other Ruffle-it testimonials), some will still struggle...so we're realists!*
- **However, all we ask is that if** they have to be rugged, that owners try to give them **at least 1 hour per week (preferably more)** totally **naked & exposed to natural sunlight** (2 x 30+ minute 'naked' session are just as good) as that allows them to capture & convert some **Vitamin D from the sun's UV.**
- Vitamin D is **critical** for management of itching, immune system responses, joints & most other bodily functions – if always rugged, **they'll risk deficiency** surprisingly quickly & then we're inadvertently **disabling** a massive element of the body's ability to 'be healthy' without human intervention or costs...
- **Key 'get naked' months** in the UK are only **April to Mid September** (**the only months in the UK** when UV is strong enough for bodies to convert it into Vitamin D).
- **So next time** you're mucking out, poo-picking, having a cuppa & a natter, why not get your horses, ponies, donkeys 'naked'? Then after the allotted time (or if you have to leave & can no longer keep an eye on them), put the rugs back on if they're needed & rest easy both from an itching and Vit D' deficiency standpoint.]

Incidentally though **Fudge** doesn't suffer from [summer itching] she does get **bothered by flies** - I use Ruffle-It on her around her **face, neck and 'hotspots'** to keep her comfortable too. I don't need to go for the full 'veil' effect for her, but it does seem to keep her from being bothered as much as she usually is.

Thank you for everything you do for **Beau** - **I'm sure he'd thank you too if he could speak human!**  
All the best, S x

Many thanks to **Mrs Nex of Chard, Somerset** for taking the time to write this feedback.

**Note:** Whilst we are hugely grateful for all the telephone feedbacks we receive on our products, only ones received in writing will be considered for inclusion on this web or as part of any PR...so that readers have peace of mind that we're not making this up! All quoted testimonials can be viewed at our offices.