

**TRIED 'n TRUE — PRODUCTS PUT TO THE TEST**



**PRODUCT:** Horse shampoo.  
**MANUFACTURER:** Kelco Industries.

**WHAT IT IS:** Ultra Red White and Black Star White are highly concentrated, deep-conditioning shampoos made for removing stains and highlighting colors in horses' coats. They also remove dirt and odors and rinse out quickly.

The tearless, pH-balanced, biodegradable formula is mild on skin and leaves an extra clean scent.

**WHO WOULD BUY THIS PRODUCT:** Anyone who owns a horse with a dull or dry coat. Ideal for use before showing or competing.

**COMMENTS FROM OUR**

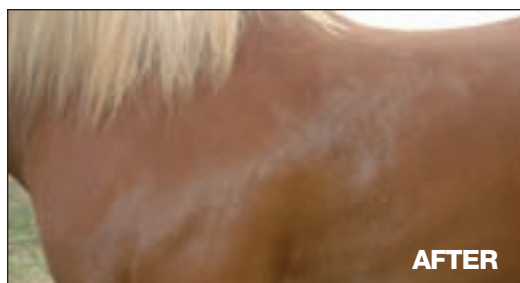
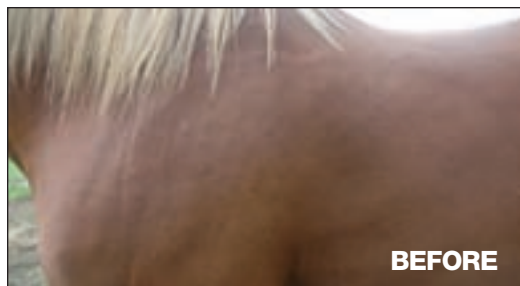
**TESTER:** We sent Ultra Red White and Black Star White shampoos home with freelance designer Kathy Haglof to use on her black and white paint and sorrel horses.

"After sun, bug sprays and sweat, their coats tend to not look so great by the end of the summer," Haglof said. "This product renewed the depth of color and richness back into the coats. It also smells good and makes the hair very soft."

The sorrel was shampooed with Ultra Red White and the paint with Black Star White. Haglof said the application resulted in richer, deeper coat colors overall.

"The hair came out looking much healthier and shinier. The whites on the paint horse got really bright, which made her overlays look great," she said. "Although the sorrel doesn't have any white markings, look at the difference in the flaxen mane. It's much softer and brighter. And after two days of playing outside and rolling in the dirt, they still shine."

**MORE INFORMATION:** [www.kelcoshampoo.com](http://www.kelcoshampoo.com).



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