

November 3, 1994  
11:36 PM

FROM: Dr. Leonard Cohn

Dear «Pleasure Horse Lover»,

You and I both know that your horse is part of the family.  
Loved and cared for like one of your own flesh and blood.

You want to help your horse.

Bute may provide some assistance. But listen, Bute is known to cause *ulcerated erosions* in a horse's stomach as early as 24 hours after administration, and the severity of the erosions increased with time.

Not only that, but there was also damage to the small blood vessels and capillaries, and the cells lining these vessels were swollen and otherwise adversely affected.

Bute has been implicated in causing

- \* Stomach upset,
- \* Ulcers,
- \* Weight loss,
- \* Kidney damage,
- \* Changes in blood chemistry, and
- \* Loss of appetite.

As a horse lover, do you think those problems can affect your horse's health and success?

Of course they do.

But, it can be scary to switch from bute. Once it's masking effects wear off, *you never know how your horse will feel.*

If you're afraid to switch from bute, simply add ENFLAMX to your treatment plan. I guarantee it'll work for you, or you get your money back. Simply put, **here's your guarantee:**

Put any horse you've been treating with bute on a 23-day regimen of ENFLAMX. At the end of that time, either your horse will be more comfortable and able to perform better or we'll refund your modest purchase price on the 1.2

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pound container of powder and the two oral paste syringes.

It's just that easy -- you see results, or you get your money back.

To make this easier for you, I've checked into it a bit and your closest supply store and ENFLAMX dealer is:

«merge store»  
«address»  
«zip»

Their phone number is «phone» and you should ask for «store manager». They'll help you get started.

Letters in our files show that ENFLAMX

- \* Gives you more time with your horse -- less lay-up time,
- \* Gives you a smoother, more comfortable ride; because your horse won't be "off",
- \* Decreases joint friction,
- \* Reduces inflammation;
- \* Gets toxins out of your horses system;
- \* Increases circulation; and
- \* Increases your horses muscular skeletal strength.

Don't you think you owe it to your horse to give it a try? And with such a "risk-free" guarantee, how can you lose?

You really can't.

Call or visit your closest supplier of ENFLAMX today.

Yours For A Healthier, Happier Horse,

Dr. Leonard Cohn

P.S. If you would like to get your horse off of bute gently, then this is the 100% guaranteed way for you to do it in the shortest possible time -- it simply can't be beat.

P.P.S. I've enclosed a 10% off coupon that'll save you some more money on your first purchase of ENFLAMX. Just send the coupon, along with your receipt to me to get your 10% refund.