



Ruthann Smith has prepared world-class horses to compete since 1974.

**She is proud to offer this progressive line
of cost-effective hair and skin-care products to promote the
HEALTHIEST TURNOUT.**

Lucky Braids Solutions

Lucky Braids products offer cost-effective, healthy solutions to these common issues:

- Thin and broken tails
- Tail rubbing
- Tail snarls and knots
- Dry, dull coats
- Brittle manes
- Troublesome skin conditions like fungus, scratches, and scurf brought on by heat, dampness and sweat
- Mane and tail rubbing
- Skin irritated by insects
- Saddle sores, girth galls and boot sores
- Bald spots from halters, cribbing straps and bridles
- Sun-bleached and dried-out coats
- Yellowed manes, tails, hips and hocks
- Hot spots and itchy areas on dogs and horses
- Spending too much time and money on products that create sticky residues, don't work, waste water or smell too "perfumey"

Lucky Braids system is easy.
You'll even get the best results with just 3 products instead of 11 !

**SHAMPOO
SALVE
WHITENER / DRY WASH**



SHAMPOO

Lucky Braids' Shampoo is the only one saturated with ALOE and generous amounts of Vitamin E. Made with nature's best antiseptic, a medical-grade TEA TREE OIL, this Shampoo eliminates irritants WITHOUT stripping or drying out coats. It enriches for stronger, shinier hair and resilient skin.

Aloe is like Velcro® under a microscope. It also makes tails fluffy as textured hair splays instead of knotting. No detangler needed! Aloe's texture also reduces girth and boot chaffing while promoting new hair growth. The texture also makes hair easy to hold for braiding and banding.

Other shampoos use petroleum for shine and salt for lather. Those elements dry the hair and irritate the skin. This braider-formulated body, mane and tail Shampoo cleans while nourishing and moisturizing for the healthiest skin and super-shiny coats.

FEATURES & BENEFITS

- Kills fungus and bacteria
- Soothes bug bites
- Deep cleaning, doesn't strip natural oils
- Moisturizes for shiny skin and coat
- Reduces rubbing, scurf, scratches, fungus, rainrot, dander, tangles and sun-bleaching
- Cools sunburned or irritated skin
- Leaves detangled, full, fluffy tails and manes easier to hold for braiding or banding
- Rinses fast - comes right out! Saves water and time
- Even reduces clipper drag
- Leaves skin nourished and more resistant to irritants
- It's an economical concentrate
- Lucky Braids Shampoo allows horses to stay cleaner longer. Imagine a dried hair shaft. It is porous and thirst, grabbing onto what stains. This Shampoo moisturizes and nourishes without stripping natural oils. So, the hair shaft is smooth, shiny and not so thirsty. This means the dirt doesn't stick as much. With a lot of baths, you can just brush stains off.
- And here's the FUN part...just one shampoo and you'll see your horse's coat glowing with iridescent layers of shine.
- Available in pints, quarts and gallons

Lucky Braids' Shampoo has helped thousands of horses.

- Trainer Patrick Rice at Sag Pond Farm in the Hamptons, had a horse that rubbed so badly he would turn his neck to get you to get you to scratch it while trying to groom him. He does none of that anymore with Lucky Braids' Shampoo.
- Ruthann braided a horse that had hardly any mane, and the little bit he had was very brittle. By just changing to Lucky Braids' Shampoo, his mane is now fuller, shiny and supple. No hair breakage. In fact, Lucky Braids' Shampoo promotes hair growth!
- People keep commenting that this Shampoo is the only one that doesn't create dry, flaky skin or dandruff on their horses or dogs.
- For greys that pop... Grey horses tend to have more brittle hair because of their lack of pigment. Using harsh detergents and blue cleansers exacerbate the problem by drying them out terribly. Lucky Braids Shampoo makes for the brightest coats. Its healthy ingredients clean and moisturize skin and hair for big shine. The Whitener spray is a great quick fix for stains.
- Top trainers and their grooms in Florida who used the Shampoo found they had none of the pervasive skin issues that affected other horses in the same stabling, work and turnout areas. No more fungus, fast relief from scratches, and no tail rubbing. Instead of problem solving, big barns now use the Shampoo as an economical, preventative measure.

SALVE

This is a particularly effective solution because it comes at problems from every direction. It naturally eliminates irritants, reduces inflammation if already bothered, and even soothes, nourishes and moisturizes for optimal healing.

The Salve uses nature's most effective antiseptic, medical-grade TEA TREE OIL. A little bit of hydrocortisone reduces inflammation, while ALOE VERA and JOJOBA make for healthy skin.

FEATURES & BENEFITS

- Stops mane and tail rubbing
- Stops hot spots on dogs
- Light, non-greasy formula instantly absorbs into skin without attracting drying sun or dust.
- Calms and heals irritated insect bites
- Soothes and heals scratches
- Heals saddle sores and girth galls
- Superficial cuts heal quickly
- Hair grows back fast

Some success stories from happy grooms, trainers and riders:

- A racehorse in training with Wayne Lucas at Saratoga had developed a raw and swollen saddle sore. Having tried all known remedies, his team found it was the Lucky Braids' Salve that made the difference. It was healed within the week.
- A mare in Medford, NJ was rubbing her rump raw. No more, with just a few applications of the Lucky Braids' Anti-Itch Salve! Use the Shampoo as prevention, and the Salve when it gets ahead of you.
- In Pennsylvania, an aged pony had a reaction to tick bites that became oozing sores. Other remedies burned and irritated him more, while Lucky Braids' Salve healed it within 3 days.
- Kira Johnson, who managed Tim Grubb's barn, owned a dog who was tortured with hot spots for years. The best vets had tried to treat it, but it was only Lucky Braids' Salve that offered relief. After using the Salve for three days, he never itched the area again. No more hot spots!
- Grand prix rider Derek DiGraziano's mare had gotten blisters on her neck from chafing reins. Her groom used Lucky Braids' Salve and the hair was grown back in three days.

WHITENER / COLOR RESTORER

This versatile **spray** dry-cleans any horse, removing stubborn stains, sweat, dust and dander. It's important to note that this product is NOT a bleach or harsh detergent...it's an enzyme which instantly breaks the bond between hair and dirt.

Every grey horse Ruthann sprayed this on has looked brighter and cleaner. Stains just dissolve, restoring true coat color. Since it's not drying and has an optical brightener, the Lucky Braids' Whitener actually leaves any coat, mane and tail with a shiny natural luster.

WHITENER FEATURES & BENEFITS

- NOT a drying bleach or detergent, it's an **enzyme**-based cleaner
- Immediately breaks the bond between hair and dirt for clean hair & skin.
- An instant spray-on brightener for those last-minute touch-ups just before you go into the ring.
- Does not leave a residue, so it doesn't attract additional filthy drying agents such as dirt and dust. Horses actually stay cleaner longer.
- When it's too cold or wet out to give your dirty horse a bath, a quick grooming with the Whitener/Dry Wash spray solves the problem without water. Brings out shine and leaves a fresh-smelling coat.
- Products such as Cowboy Magic smear and dilute stains. They dry out hair and skin, leaving a residue on thirsty hair, which only attracts and absorbs more dirt and stains. It is ultimately more difficult to get the horses clean.
- With this enzyme action, use this spray to clean leg cottons, pads, white wraps – no need for bleaching.
- It's even effective as a quick pre-treatment for your laundry to remove coffee, milk, blood and other tough stains on natural fibers.

A few uses people have found for this unique spray-on Whitener/Dry Wash:

- Eliminate stains: Groom normally with curry and just spritz stained areas with Whitener/Dry Wash Spray. No bathing needed. Save water and time. After all, why warm up and then put the animal under a cold hose? Just spritz clean for comfort.
- Repel dirt: Top finish grooming apply spray to clean brush and knock it into the coat. The horse will return from work with no salt or dust on the coat!
- Ringside: Spray at ring to rid saddlemarks and footing from legs while adding big shine
- Yellowed manes and tails: At Lake Placid Ruthann sprayed a VERY yellow tail and everyone watched the sprayed area change to a shiny, bright white! You'll laugh! It works immediately.

Lucky Braids' spray helps keep ALL coats clean and fresh:

- "I use it on Strapless. It's the best stuff I have ever used!"
-Emily Hamilton, Strapless' groom, long-time manager of the Linder's All Season's Farm
- "This Whitener is the best thing ever made! I was so excited when I first used it I was running around to get someone to come see; to witness the glory of its effectiveness! Old stains just roll off my grey horse's coat. I'm using the Whitener/Dry Wash and I'm still constantly amazed by it."
-Lisa Luongo, seasoned dressage rider, Hatboro, PA
- "I use it as a finishing brush and save so much time! I don't have to fight to have my horses look great! - Coli, Grand Prix Groom, descendent of generations of horsemen

THE PARADIGM

Ruthann's Lucky Braids products change the rules.

Enjoy:

1. **Only 3** products needed- instead of using up to 11 products. That's LESS: costs, to order, buy, organize, pack and schlep. And, coats are HEALTHIER. Lucky Braids Shampoo replaces shampoo, medicated shampoo, whitening shampoo, Betadine, scratches medication, conditioner, Listerine, detangler (LB Shampoo separates hair to fluff and grow tails) and stain remover (with lots of LB bathing stains just brush off).
2. **Bathe** to improve coats- Ruthann's system does not strip natural oils. It eliminates irritants while feeding rich nutrients to skin, roots and hair. You see more layers to the shine right away. Easier to keep clean, grooms save their shoulders.
3. **Clean manes** braid easily. Saturated with aloe, the Shampoo gives hair texture to grab without drag. Other braiding solutions have a short window of opportunity. This eliminates application. Just show clean.
4. **Save water.** Rinse well. Perfectly pH balanced for *horse* hair, Shampoo rinses in a snap. No more dandruff or sores from not rinsing well.
5. **Rubbing and crud** can be eliminated. Coats glimmer. Fungus, bacteria, and microbes are killed without drying the skin. There are 20 grades of the compound, Tea Tree Oil. Lucky Braids uses only the finest. Plus it nourishes and moisturizes to soothe and shine.
6. **Tails are naturally big** when the hair grows strong and supple. Ruthann's coat care system is all good. Other shampoos parch roots, strip oils and dry hair brittle to break. Other detanglers coat, weigh down and suffocate hair, whereby breaking tails. Lucky Braids Shampoo economically reduces tangles, volumizes tails, and grows hair. Big tails = Savings. Wigs are costly and ultimately unnecessary.
7. **Rich Coats, Less Work**

Ruthann's Evolved System:

Whiten Greys- LB Shampoo for bright white that does not soil easily. Spray to wipe out stains.

Reduce Tangles- LB Shampoo to reduce tangles. Spray to get rid of mud that would make hair stick together

Keep Clean- Shampoo to fortify, moisturize, soothe and wash away irritants. Since natural oils are not stripped, impurities don't stick as well. Spray to eliminate and repel dirt.

RUTHANN RECOMMENDS

- ❑ SAVE \$: Use the Luck Braids Coat Care System and get better results with 3 products instead of buying and managing 11 other products. Reduce water and vet costs. Save time.
- ❑ Join top trainers using Lucky Braids' Shampoo for the healthiest skin and rich, gleaming coats.
- ❑ Use the Salve when skin problems get ahead of you. Use the Shampoo for prevention.
- ❑ SAVE \$: Use Lucky Braids Shampoo and eliminate unhealthy products. No need to buy detangler (drying- brittle tails break), anti-bacterial shampoo (drying to leave skin more susceptible, don't rinse well), baby oil (attracts drying sun and dirt. Toxic. Makes braiders cry), shiner (Toxic. Drying. Artificial shine), conditioner (Lucky Braids does the trick saturated with Aloe and Vit. E) or skin medications (hydrocortisone dries to feed the cycle).
- ❑ The Whitener/Color Restorer name is deceiving. Since it is an enzyme rather than a bleach or detergent, use it on any color coat. Use to immediately remove dirt while leaving the coat shiny, bright all year long.
- ❑ To finish grooming, spray the Whitener/Dry Wash on a clean bush and knock of the horse. This puts the spray into the coat. Horses will return from work wet, without salt or dust on the coat! Just push the hair in the right direction. You have saved time and effort! This does not coat the hair. It creates a slight charge around the hair that repels the salt and dust. They don't stick so horses stay cleaner longer.
- ❑ Blue-blacks and other dark horses show more dust. Certain products leave residues that attract dirt. The Lucky Braids spray takes off dulling residues for rich shine.
- ❑ Make greys their whitest. Since the Whitener spray does not dry them out and has an optical brightener, grays come a bright, shiny white. When used as part of your grooming routine, along with the Shampoo, you won't believe your eyes. No other products can compare. If you use our shampoo regularly, stains will just brush off. Hair is moisturized and smooth instead of dry and thirsty. So, impurities don't stick easily. Horses stay cleaner longer.
- ❑ At ringside, you can brush horses' legs all you want and the footing still leaves them dusty. Just a light spritz and a quick wipe leaves any color horse looking shiny and brighter. Saddle marks, sweat, leather stains, dust and dander come off in a snap!
- ❑ Ask anyone if they know a horse that rubs its tail or a dog with hot spots. They'll say yes and be delighted to hear of relief at long last with Lucky Braids Anti-Itch Salve. Ruthann's Shampoo prevents most skin issues.
- ❑ Call us at Lucky Braids for more information and to order: **781/665-5988**.

