


BEMER LOVES BARREL RACERS



AMBERLEY SNYDER | BEMER Ambassador

HOW BEMER IS HELPING BARREL RACERS REACH THEIR FULL POTENTIAL

Quarter horses make the perfect barrel racing partners because of their incredible speeds over short distances. They've been clocked at an impressive 55 miles per hour. But what makes barrel racing so exciting is that the difference between first and second comes down to fractions of a second. Therefore, it's crucial



to put that extra effort into making your horse as comfortable as possible. The BEMER Horse-Set helps barrel racing horses feel more supple and it improves circulation to allow greater performance. When it's mere fractions of seconds that can lead to a good or bad day at the office, you want to go that extra mile. Plus, use the BEMER Horse-Set after an intense workout to stimulate the recovery process and help prepare your horse for its next outing. Keep reading to hear from top barrel racers about why they love their BEMER Horse-Sets.

~ AMBERLEY SNYDER AND HER HORSES EXPERIENCE A SHIFT IN ATTITUDE

For Utah-based barrel racer Amberley Snyder, success boils down to a shift in attitude.

Amberley began riding with her first barrel racer when she was only 7 years old, and her rodeo career took off shortly after. In 2009, she qualified for the National High School Finals in the pole bending and won the National Little Britches Rodeo Association All-Around Cowgirl World Championship. In 2010, on her way to the Denver Stock Show and Rodeo, Amberley was in a serious car accident, resulting in a broken back and paralysis from the waist down. Her life may have changed forever that day, but she has not lost that competitive spirit, for which she credits her shift in mindset and her positive attitude. It was only a remarkable four months before she was back in the saddle.

Through all the adversity, Amberley has accomplished incredible things, including earning her Bachelor's degree in Agriculture Education and her Master's Degree in School Counseling from Utah State University. She now inspires others through her story and by competing in rodeos across the western United States. She has not let her challenges define her.

~ HOW BEMER CHANGED HER ATTITUDE



The biggest difference I've noticed with my horses is the shift in their attitude to start with! You can tell they know what's going on when I pull the Bemer blanket out. They immediately relax now when we start treatment and we know they want to enjoy it! Each horse's demeanor changes, they relax, lick and chew, or yawn.

I BEMER every day! I have seen the result of free movement in my horse, more power in their runs, quicker feet in their turns, and quicker and more complete recovery.

I highly recommend BEMER because, in this sport, winning comes down to the thousandth of a second. If you want to win, you need every possible advantage to do so.

For myself, I sit on my BEMER B.PAD every day I am home. My BEMER has helped me sleep better, leading to an overall happier life. I feel it has alleviated the normal soreness once felt in my body from things like sitting, driving, and riding."

- Amberley Snyder*





AMBERLEY'S STEP-BY-STEP GUIDE TO A POSITIVE ATTITUDE

1

FOR ANYONE STRUGGLING WITH SETBACKS AND DISCOURAGEMENT, YOU FIRST HAVE TO ALLOW YOURSELF THE **TIME TO FEEL THOSE EMOTIONS**. THEY ARE REAL AND THEY ARE VALID. I BELIEVE YOU NEED TO WORK THROUGH THE DISCOURAGEMENT, ANGER, AND SADNESS BEFORE YOU CAN TRULY MOVE FORWARD.

2

SECONDLY, YOU CAN'T STAY IN THOSE EMOTIONS – **FIND THE JOY**. THERE HAVE BEEN TIMES WHEN I HAD TO SEARCH FOR SOMETHING TO MAKE ME HAPPY. BUT ALLOW YOURSELF TO FEEL THAT JOY THROUGH YOUR WHOLE BEING AND HANG ON TO THAT FEELING. IT CAN HELP YOU SURVIVE UNTIL YOU PICK YOURSELF BACK UP.

3

EVERY DAY IS A NEW CHALLENGE. GETTING OUT OF BED IS A CHALLENGE FOR ME. **FIND YOURSELF CELEBRATING THE WINS, EVEN THE SMALL VICTORIES.... THEY ALL COUNT!!**

~ HOW BEMER IS HELPING AMBERLEY REACH HER GOALS

"My biggest goal was to make the PCRA Wilderness Circuit Finals in Heber City, UT, which we accomplished! My horse stayed healthy all year and I know it was because of the protocol we have set out for him. Next year, we are discussing circuit finals again, and eventually the National Finals Rodeo. Having the BEMER in my regimen is one reason why I can set my goals bigger. I feel confident I can keep my horses healthy and at their best for a new adventure in our future.

- Amberley Snyder*



DID YOU KNOW

Ever wonder why Quarter Horses make such good barrel racers? Even though Thoroughbreds tend to get all the glory as fast runners, Quarter Horses are actually some of the fastest equines when tracked over short distances, such as those between barrels. The Quarter Horse has been clocked at an impressive 55 mph.



BEMER BELIEVERS



BEMER is excited to welcome
world-renowned barrel racer
Shali Lord
to our roster of
esteemed Ambassadors!



Shali Lord, the world-renowned barrel racer, has joined the BEMER team as an ambassador as she continues to take the barrel racing industry by storm. With \$587,874 in career earnings, Shali has big things ahead of her as she continues with her top stallion Freckles Ta Fame, a horse that took her to National Finals Rodeo in 2019 and currently sits in the top 20 for 2021. Also on the horizon are Shali's two impressive up-and-coming mares Frosted in Fame and French Corona Starz. She and her husband, Phy, have now fostered the love for horses within their two children, Slade and Steely, who enjoy spending time around the horses and out on rides with their parents. Though Shali spends most of her time on the road traveling to rodeos, she enjoys time at home riding outdoors on her ranch and helping with cattle work.



I love the BEMER Horse-Set because it makes my horses feel great and they are able to compete to their full potential. I use the set before a competition run and daily if I'm not competing. The BEMER helps my horses to relax and helps take any soreness out, keeping them feeling their best!"

- Shali Lord*

