

RELIEF. RECOVERY. PERFORMANCE. PROFIT.

The EquiNew FES formula for success.





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Equinew
LLC



FES Advanced Functional Electrical Stimulation



- **EquiNew FES** — Advanced Functional Electrical Stimulation for muscle recovery, balance, and performance.
- Designed for **veterinarians, practitioners, and equine therapists**.
- **Non-invasive, effective, and profitable** — delivering results and profit.
- In partnership with **Professional's Choice**, comfort and reliability.
- Complimentary to **Creative Science** nutraceuticals and topicals
- Backed by **proven results** — uniting veterinarians, practitioners, and Olympians in pursuit of recovery and performance excellence.



FAQs

Why EquiNew FES

1. Purpose-built for horses — not adapted from human devices.
2. Restores muscle health, symmetry, and motion with FES technology.
3. Trusted by vets, therapists, and elite barns.

Key Features

1. Rugged aluminum case & 12-hour battery life.
2. Six-pad electrode system for full muscle coverage.
3. Upgradeable, surge-protected, and field-ready design.

Core Benefits

1. Relieves tension and spasms.
2. Improves topline, balance, and circulation.
3. Prevents atrophy and speeds recovery.

How It Works

1. Pads deliver electrical pulses mimicking natural nerve signals and natural muscle movement.
2. Stimulates deep muscle contraction for rebuilding and coordination.

What Experts Say

1. “Restores muscle balance and function.” — Dr. Philippe Benoit, DVM
2. “Safe, effective, and non-invasive.” — Dr. Timothy Ober, DVM

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TREATMENT
INFO

What FES Does

The **EquiNew FES 310** delivers precise, computer-controlled impulses that trigger natural muscle contractions—restoring function, circulation, and balance in horses recovering from injury, surgery, or inactivity.

The Science Behind FES - FES mirrors natural motor-neuron signals to retrain muscles and improve recovery.

Key Benefits:

- Relieves spasm and tension
- Restores symmetry and topline strength
- Improves circulation and oxygen flow
- Prevents or reverses atrophy during stall rest
- Enhances performance and recovery

How It Works:

- **Neuromuscular Activation** – Stimulates targeted muscle groups through rhythmic contractions.
- **Cellular Boost** – Increases mitochondrial density and oxidative capacity.
- **Circulation & Recovery** – Enhances lymphatic flow, reduces soreness, and aids healing.
- **Muscle Re-education** – Retrains neural pathways for better movement symmetry.

Why Practitioners Choose EquiNew FES •

Veterinary-calibrated precision and safety

- Adjustable settings for customized therapy
- Durable, barn-ready design
- Backed by decades of human FES research
- Supported with **EquiNew Training & Certification**



Core Treatment Categories

1. Rehabilitation & Recovery

- Muscle atrophy recovery (post-injury/surgery)
- Neuromuscular re-education after lameness
- Back and topline rebuilding (SI, longissimus, thoracic)
- Postural realignment

2. Performance & Conditioning

- Pre-competition activation
- Post-exercise recovery & lactic acid reduction
- Cross-training & downtime maintenance

3. Pain Management

- Back or neck pain (kissing spines)
- SI and gluteal soreness
- Nerve-related discomfort (brachial/lumbar)

Most Common Muscle Zones Treated

1. Sacral & Gluteal – propulsion & collection
2. Longissimus Dorsi – topline & stabilization
3. Cervical – posture & contact
4. Trapezius & Latissimus – shoulder mobility
5. Jaw/TMJ – tone & circulation

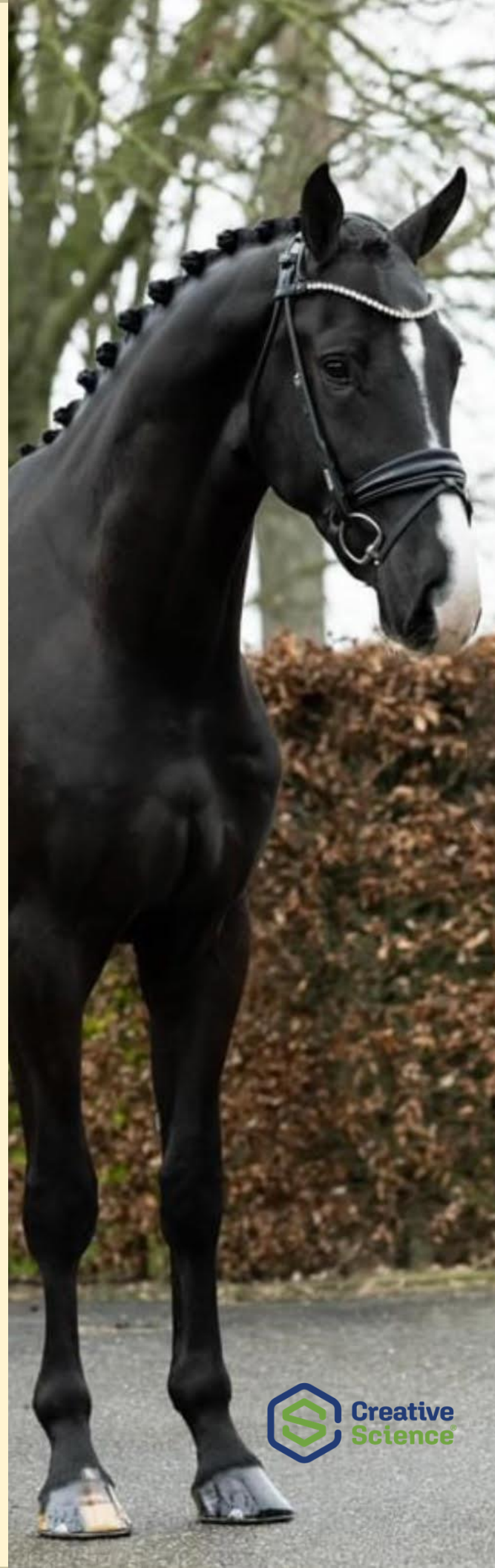
Documented Outcomes

1. Stronger muscle mass & topline
2. Improved stride symmetry & saddle fit
3. Reduced soreness, faster recovery
4. More relaxed demeanor

Example Pricing

1. Single (1–2 areas): \$150–\$250
2. Full-body: \$300–\$400
3. 6-session package: \$800–\$1,200
4. 3-month rehab: ~\$2,000

See next page for phases of treatments





Phase	Duration	Frequency	Goal
Initial	2–3 weeks	2–3×/week	Rebuild neuromuscular connection
Stabilization	3–6 weeks	1–2×/week	Build strength & balance
Maintenance	Ongoing	1–2×/month	Maintain tone, prevent regression



MSRP PACKAGES

	(EQ1-5007)	(EQ1-5008)	(EQ1-5009)	(EQ1-5010)
Scope Description	FES w/ Backpad Assembly	FES w/ Backpad & Neck Assemblies	FES w/ Backpad & Leg Assemblies	FES w/ Backpad, Leg & Neck Assemblies
List Price	\$10,295.45	\$10,679.23	\$10,888.94	\$11,272.72
Equinew FES 310 Unit	✓	✓	✓	✓
ProCare Accessory Kit	✓	✓	✓	✓
Standard Battery Charger	✓	✓	✓	✓
Back Pad Assembly	✓	✓	✓	✓
10' Connection Cable	✓	✓	✓	✓
Surcingle Kit w/ Girth	✓	✓	✓	✓
Brass Double-ended Clip	✓	✓	✓	✓
Carabiner	✓	✓	✓	✓
Back Pad Liner	✓	✓	✓	✓
Quick Release Cable (Tail)	✓	✓	✓	✓
ProCare Vet Bag	✓	✓	✓	✓
Duffle Bag	✓	✓	✓	✓
Instruction Manual	✓	✓	✓	✓
Leg Pad Assembly			✓	✓
Neck Assembly Kit		✓		✓

Marketing, Training Links & Sales Video Being Finalized

EquiNew FES — Sales Script (Tony Loiacono) - (Approx. 2–3 minutes when spoken naturally)

Intro

DRAFT ONLY

Hi, my name is Tony Loiacono, and I'm the CEO of EquiNew.

I've been involved in the equine world for decades — and like many of you, my connection to horses runs deep. My daughter Olivia competed successfully at the upper levels of eventing, and my grandfather and great-grandfather were stallieri in Italy — horsemen who devoted their lives to caring for these magnificent animals.

And honestly — like many of you — people sometimes say I love horses more than people.
They might be right.

The Story

When I first experienced FES — Functional Electrical Stimulation — I was amazed by its potential to support the horse's relief, recovery, and performance.

So much so that — I didn't just believe in it... I bought the company.

EquiNew's mission is simple: to bring advanced muscle therapy to more horses and more professionals — and make it accessible to everyone who cares about equine wellness.

The Partnership

Through our strategic alliance with Creative Science, we're bringing together the best of both worlds —

- FES technology that restores muscle and movement,
- and science-based products that enhance wellness from the inside out.

Together, we're redefining equine recovery.

Veterinarians, practitioners, and therapists now have a unified approach that supports horses inside and out.

Training & Support

Our training program is state-of-the-art.

Our team will walk with you through every step — certification, therapy logging, and ongoing expert support.

Once you're trained, you're not on your own — we stay with you, every step of the way.

There's a critical need for qualified FES practitioners — professionals who can use technology safely, effectively, and confidently to restore performance in horses of all disciplines.

The Opportunity

When I bought the company, the system sold for over \$20,000 — far too expensive for most professionals.

We've now reduced the price dramatically, putting ConnectedFES™ within reach for veterinarians and practitioners everywhere.

Our focus is on Relief. Recovery. Performance. Profit.

When the horse wins, everyone wins — the rider, the vet, and the business.

By aligning with Creative Science, we're able to deliver trusted products, proven results, and new income opportunities for those who put the wellness of the horse first.

Close

Order today and join the leaders shaping the future of equine recovery, performance, and profit with EquiNew FES.