

Care&Care Animal Health Product Catalog: A Comprehensive Overview of Equine and Camel Performance Enhancers

This document is a product catalog and informational brochure from Care&Care, a British company specializing in veterinary products. The catalog focuses heavily on the equine (horse) and camel racing markets, showcasing a range of supplements, performance enhancers, and therapeutic aids. The company's stated philosophy is customer-oriented, with a commitment to animal health, welfare, and environmental protection. They claim to use pure, quality raw materials and manufacture at "one of the world's leading facilities" under strict controls.

The catalog is structured as a series of product monographs, each detailing a specific product's purpose, ingredients, claimed benefits, and usage instructions. The overall tone is promotional, targeting professional trainers, owners, and veterinarians involved in competitive racing. The recurring theme is "test safe," indicating a primary concern with avoiding positive drug tests in regulated competitions.

Part 1: Company Philosophy and Product Range Introduction

The first two pages establish the brand identity of Care&Care.

Company Profile: Care&Care positions itself as a global player with customers in the Middle East, Europe, Africa, and Asia. Their success is attributed to a "customer orientated philosophy," adapting products to local needs. They emphasize an "unshakeable commitment" to animal health, welfare, and environmental protection. Products are tested by independent veterinary surgeons following a precise protocol to guarantee "total integrity."

Market Segments: The company serves four main markets: Equine (horses), Live Stock (farm animals), Poultry, and Domestic Pets. However, the vast majority of the catalog's detailed pages are dedicated to equine and camel products, specifically for racing.

Product List (Page 2): A table of contents lists 19 products, revealing the core focus:

1. EQUI BURST: The Ultimate Racing Solution
2. RACE ON: A product of its own kind, completely unique formula. (No further details in the PDF)
3. XFactor: PreRace Paste with DRibose
4. KRE42: A key player in the energy production of Skeletal & Heart muscles.
5. GOLD BUFFER PLUS: New Strong Formula With Added Vitamin BComplex
6. KRE42 PLUS: Alkaline form of creatine with unique combination of Sodium, Potassium & Calcium Phosphate
7. BREATH UP: Test Safe Bronchodilator
8. LASTONE: Powerful Analgesic. Painkiller and diuretic Effect
9. FLEXCARE: Noticeable Difference in 5 Days
10. EQUIPACER: Revolution in Endurance Racing. Slow Release of Energy.
11. Calm Ease: Support the Nervous System
12. Tea Crine: A stimulant with quick release of energy
13. Relaxer: Liniment for Muscle Swelling & Pain (No further details)
14. Camel Spark: Quick burst of energy
15. OPTOMEGA: Enhance Milk Production, Energy booster, Promote muscle growth (No further details)
16. Muscle Aid: Cream for sore & painful muscles
17. Shine & Groom: For Shiny Skin and Glowing Coat
18. Sand Care: Contains Psyllium Seed Husk
19. Equi Spark: Support the NAD production via Nicotinamide Riboside

The subsequent pages provide detailed descriptions for most of these products.

Part 2: InDepth Product Analysis

The following section analyzes each product with a detailed description in the catalog.

1. EQUI BURST (Page 3) The Ultimate Racing Solution

This product is designed for maximum racing performance. Its claims are dramatic, focusing on physiological changes for a competitive edge.

Claimed Key Benefits:

- Increases aerobic energy production during exercise.

- Enhances muscle performance during exercise.

- Neutralizes fatiguecausing byproducts of exercise metabolism.

- Accelerates postexercise muscle refueling.

- "Perpetual Pump": Claims to help achieve a natural, longlasting muscle pump where muscles remain engorged with blood and rockhard.

- Muscle Fiber Twitch Acceleration: Claims to naturally increase the contractile velocity of both fasttwitch and slowtwitch muscle fibers, which would theoretically improve speed and power.

- Increased Endurance Index (EI): Claims that ketoacids in the formula can significantly delay muscle fatigue and improve the measure of endurance increase during exercise.

Key Ingredients: GlycoCarnitine, Beta Alanine, Vinpocetine, LHistidine & Citrulline Malate. These ingredients are commonly found in human sports nutrition. BetaAlanine is known to buffer acid in muscles, delaying fatigue. Citrulline Malate may improve blood flow and reduce fatigue.

Direction for Use: A twotube protocol is recommended: one tube 2430 hours prior to competition and another 1216 hours prior. A third tube is suggested after the race for fast recovery. This suggests a loading and maintenance phase.

2. XFactor (Page 5) PreRace Paste with DRibose

This product focuses on cellular energy production, specifically targeting the mitochondria, the "powerhouses" of cells.

Claimed Benefits: Improves cellular energy, strengthens metabolic functions, reduces muscular fatigue (referred to as "CLJ fatigue," likely a typo), and prevents muscle breakdown.

Key Ingredients & Explanations:

- DRibose: A significant portion of the description is dedicated to this ingredient. It is described as an "astounding new energybooster" that aids recovery from fatigue by increasing the action of mitochondria and boosting ATP (the body's primary energy currency) supply. It claims to restore energy levels "quickly and naturally, without caffeinelike jitters."

- LGlutamine: Described as the most abundant free amino acid in muscles, crucial for preventing muscle loss (wasting), especially during periods of stress when the body releases glutamine into the bloodstream.

- Other ingredients include Rhodiola (an adaptogen), Beta Alanine, DLPhenylalanine, Adenosine Monophosphate, LCarnitine, DMG, LTyrosine, Panax Ginseng, and Beet Root.

Direction for Use: Similar to EQUI BURST, it uses a twotube prerace protocol (2430 hrs and 1216 hrs prior) and a postrace dose (46 hrs after) for recovery.

3. KRE42 (Page 6) Key Player in Energy Production

This product focuses on a specialized form of creatine.

Claimed Benefits: A "key player in the energy production of Skeletal & Heart muscles." The primary selling point is that it is the "only alkalin form of creatine" with a maximum absorption rate.

Key Ingredient: Alkalyzed Creatine. The description emphasizes the importance of the alkaline form. The argument is that standard creatine rapidly converts to creatinine (a useless byproduct) in the acidic environment of the stomach. An alkaline (high pH) creatine remains stable, allowing more to be absorbed and delivered to the muscles intact.

Feeding Instructions: For a 500 kg horse, 60 grams is administered as a paste 45 minutes before exercise on an empty stomach. A smaller 30gram dose can be given 2 hours after exercise for severe cases. The use of a paste and syringe is notable for precise dosing.

4. GOLD BUFFER PLUS (Page 7) Antacid and Appetite Stimulant

This product shifts focus from performance enhancement to digestive health, specifically for stomach issues.

Claimed Benefits: An "antacid and appetite stimulant paste" that soothes and coats the stomach lining while providing Calcium and Magnesium. It is claimed to meet Jockey Club, H.S.I., and F.E.I. rules, underscoring its "test safe" status.

Key Ingredients & Explanations:

Gentian: Used to stimulate appetite and aid digestion by promoting gastric juices. Also used for flatulence.

Fenugreek: A long list of benefits is provided, including aiding digestion, reducing inflammation, and potentially preventing colon cancer. The soluble fiber (galactomannan) is said to swell in the stomach and suppress appetite, which seems contradictory to the "appetite stimulant" claim but may help regulate feed intake.

Feeding Instructions: 1/3 of a syringe (30 ml) 30 minutes before each feed. A full syringe can be used in severe cases.

5. KRE42 PLUS (Page 8) Enhanced Creatine Formula

This is an advanced version of KRE42, with added electrolytes.

Claimed Benefits: Same alkaline creatine technology but with a "unique combination of Sodium, Potassium & Calcium Phosphate." It claims that 1 gram of KreAlkalyin provides the equivalent benefits of 10 grams of other forms of creatine. It supports recovery from "painful muscle stress and muscle soreness."

Key Ingredient: KreAlkalyin creatine. The text repeats the science of high pH (12) preventing conversion to creatinine. This product is likely a liquid, as the dose is given in milliliters (ml) not grams.

Feeding Instructions: 10 ml daily during training, increased to 20 ml three days prior to an event.

6. BREATH UP (Page 9) Test Safe Bronchodilator

This product targets respiratory health, a critical factor in equine performance.

Claimed Benefits: A "revolution" as the "world only test safe bronchodilator." It supports the respiratory system, alleviates exercise-induced cough, and speeds breathing recovery after exercise without common side effects.

Key Ingredients (All herbal): A blend of traditional Chinese herbs, including Huang Qi (Astragalus, for immune system), Dan Shen (for heart tonic), Jie Geng, Kun Bu (for reducing phlegm), Gui Zhi (for bronchitis and arthritis), and Nan/Bie Sha Shen (for moistening lungs and stopping cough).

Feeding Instructions: One measure twice a day. For an event, start three days prior and give two measures as a single dose 12 hours before competition.

7. LASITONE (Page 10) Analgesic and Diuretic

This product makes bold claims about pain relief and fluid reduction.

Claimed Benefits: "Powerful analgesic and diuretic effects," claimed to be the "only test safe Diuretic and Analgesic in the whole Equine and Camel Racing industry." Effects are said to be visible in 46 hours, implying a rapid onset.

Key Ingredients & Explanations:

Buchu: Described as a urinary antiseptic with strong diuretic properties. Also used as a poultice for backaches and rheumatic pains.

Juniper Extract: Cited for powerful antiinflammatory properties and as a diuretic to relieve joint pressure, aid weight loss (through water loss), and treat edema (swelling from fluid retention). It promotes urine flow and helps clear kidneys and bladder of toxins.

Therapeutic Actions: Listed as antiseptic, anodyne (painkiller), diuretic, stimulant, tonic, etc.

Usage Instructions: Horses: 30 ml tube 46 hours before race. Camels: 30 ml tube 812 hours before race.

8. FLEXCARE (Page 11) Joint Support Supplement

This product is for longterm joint health rather than acute performance.

Claimed Benefits: Promises a "noticeable difference in 5 days." It supports healthy joints, aids in repairing and rebuilding cartilage, and nourishes synovial fluid. It claims to ease stiffness and support flexibility.

Key Ingredients: A standard joint support formula including Glucosamine Sulfate (48,000 mg), Chondroitin Sulfate (32,000 mg), Methylsulfonylmethane (MSM, 19,200 mg), Ascorbic Acid (Vitamin C, 16,000 mg), Hyaluronic Acid (2,080 mg), plus Boswellia Serrata and Yucca.

Feeding Instructions: A loading dose of 2 oz daily for 15 days, followed by a maintenance dose of 1 oz daily.

9. EQUIPACER (Page 12) Slow Release Energy for Endurance

This product is specifically for endurance racing, requiring sustained energy.

Claimed Benefits: A "revolution in Endurance Racing" offering slowrelease energy. It can be used prerace and postrace. It claims to be a powerful combination of safe ingredients with potent effects on energy production.

Key Ingredients: A very long list including DMG, Policosanol/Octacosanol, Ribose, Glycerophospholine, Acetyl Carnitine, Orchic substance, Adrenal cortex, various vitamins (A, D, E, Bcomplex, B12), creatine, and mineral aspartates. The base is coconut oil and glycerin, which may contribute to the slowrelease effect.

Usage Instructions: 1 full tube (80 ml) 12 hours before a race.

10. Calm Ease (Page 13) Nervous System Support

This product is designed to manage anxiety and nervousness in horses without sedatives.

Claimed Benefits: For horses exhibiting nervousness, hyperactivity, and discontentment due to exercise or environmental stress. It aims to "calm anxious behavior naturally and bring harmony and balance" rather than just covering up symptoms. It claims to be free from chemical additives and uses sophisticated quality control (TLC, HPLC).

Key Ingredients: A blend of traditional Chinese herbs: Suan Zao Ren (jujube seed for insomnia/anxiety), Yuan Zhi (for palpitations/restlessness), Ju Hua (chrysanthemum for headaches/dizziness), Sang Ye (mulberry leaf for cough/sore throat), Bai He (lily bulb to calm spirit), He Huan Pi (mimosa bark to relieve depression/irritability), Gou Teng (gambir vine for spasms/tremors), and Bai Ji Li (Tribulus terrestris for various conditions).

Feeding Instructions: One measure daily, with the dose doubled in severe cases.

11. Tea Crine (Page 14) Natural Stimulant

This product features TeaCrine (Theacrine), a compound similar to caffeine.

Claimed Benefits: Provides sustained energy, enhanced focus, reduced fatigue, and improved mood without being habitforming. It is marketed as a safe, longterm alternative to traditional stimulants.

Key Ingredient: Theacrine 2.5g per 30 ml. Theacrine is a purine alkaloid that shares some properties with caffeine but is reported to have a different pharmacological profile, potentially with less tolerance buildup and fewer side effects on the cardiovascular system.

Direction for Use: One tube 12 hours before a race.

12. Camel Spark (Page 16) Energy for Camels

This product is a variant of the equine energy products specifically formulated for camels.

Claimed Benefits: A "quick burst of energy" for racing camels. It claims to be a powerful combination of vitamins, minerals, amino acids, electrolytes, and herbal extracts. A unique feature is the "added polysaccharide matrix for digestive tract protection and timed release effect in camels," acknowledging the different digestive physiology of camels.

Key Ingredients: Phenylethylamine, Lphenylalanine, Adrenal cortex, nacetyl tyrosine, malic acid, Adenosine MP, DMG, Rhodiola extract, Panax Ginseng, Cordyceps, Acetyl Carnitine, BCAA's, Creatine, and various B vitamins.

Usage Instructions: 1 full tube (80 ml) 12 hours before a race.

13. Muscle Aid (Page 18) Topical Cream

This is a liniment or rub for external application.

Claimed Benefits: An easytoapply cream to increase circulation, reduce swelling, and heal sore muscles and tendons. It is recommended for various disciplines (jumping, trail riding, barrel racing) and for arthritic horses. It specifically warns against use under wraps or with magnets.

Key Ingredients: Arnica, Comfrey, Ginger, Myrrh, and five essential oils.

14. Shine & Groom (Page 19) Coat Conditioner

This is a nutritional supplement for skin and coat health.

Claimed Benefits: Provides a balanced blend of omega3, omega6, and omega9 fatty acids for metabolic support of joints, skin, eyes, and the immune system. It also aids in the absorption of fatsoluble vitamins (A, D, E, K). Added biotin supports skin and coat tissue.

Key Ingredients: Soybean oil, Flaxseed oil, Fish oil, Vitamin E, Coconut oil, Vitamin A, D3, and Biotin.

Usage Instruction: 12 oz daily as a top dressing on feed.

15. Sand Care (Page 20) Digestive Health

This is a simple, targeted product for a common equine problem: sand colic.

Claimed Benefits: Eliminates sand buildup in the horse's stomach to promote gastrointestinal health. Sand accumulation can lead to colic, diarrhea, and weight loss.

Key Ingredient: Psyllium Seed Husk (99.0%). Psyllium is a soluble fiber that forms a gellike substance, which can help bind to and move sand and debris through the digestive tract.

Feeding Guidelines: For a 1000 lb horse, administer 6 oz. per day for 7 consecutive days every month, mixed with grain or sweet feed.

16. Equi Spark (Page 21) NAD Production Support

This product focuses on a cuttingedge area of bioenergetics: Nicotinamide Adenine Dinucleotide (NAD+).

Claimed Benefits: An "ultimate performance enhancer" that supports NAD⁺ production via Nicotinamide Riboside (NR). NAD⁺ is a crucial coenzyme for cellular energy metabolism, DNA repair, and cellular aging. By boosting NAD⁺, this product aims to enhance stamina, endurance, and overall performance. It includes adaptogens (Cordyceps, Rhodiola) and essential amino acids for muscle health.

Key Ingredient: Nicotinamide Riboside Chloride. This is a novel form of vitamin B3 that has been shown in research to be a potent precursor for NAD⁺ synthesis. Other ingredients include Cordyceps Extract, Inosine monophosphate, Octacosanol, Coenzyme Q10, Astragalus, and BCAA amino acids.

Feeding Instructions: A daily dose of 43 g, with doubled doses for the three days prior to and on the day of the event.

Conclusion

The Care&Care catalog presents a comprehensive and aggressive portfolio of products aimed squarely at the highstakes world of equine and camel racing. The marketing language is powerful, promising significant physiological changes, rapid recovery, and a competitive "edge." A dominant theme throughout is the "test safe" claim, which is critical for athletes competing under strict antidoping regulations. The products range from basic nutritional supplements (Shine & Groom, Sand Care) and joint support (FlexCare) to highly specialized bioenergetic enhancers (EQUI BURST, XFactor, Equi Spark) and potent symptommodifying agents (BREATH UP, LASITONE). The heavy reliance on ingredients popular in human sports nutrition (e.g., creatine, betaalanine, Dribose, Theacrine, Nicotinamide Riboside) indicates a strategy of translating human performance science to animal applications. The document serves as a powerful sales and informational tool for veterinarians and trainers looking for any lawful advantage in preparing their animals for competition.