

1. EXECUTIVE SUMMARY

Breath-Up™ represents a paradigm shift in equine respiratory care—a unique, scientifically formulated herbal bronchodilator that addresses the critical need for safe, effective respiratory support in performance horses. Developed through extensive research and international consultation with herbal experts, Breath-Up™ combines eight traditionally recognized medicinal plants in a synergistic formulation designed to alleviate exercise-induced cough, accelerate breathing recovery post-exercise, and support optimal respiratory function without the adverse side effects commonly associated with conventional therapies.

In the high-stakes environment of horse racing and equestrian sport—where pulmonary health directly correlates with performance outcomes—Breath-Up™ offers veterinarians, trainers, and stable managers a reliable, naturally derived solution. The product is particularly indicated for horses that frequently attend shows, travel extensively, or reside in large boarding stables where respiratory challenges are prevalent.

The formulation's eight herbal ingredients work in concert to address multiple physiological pathways: immune modulation, bronchodilation, mucus clearance, tissue elasticity, and cardiovascular support. This multi-targeted approach distinguishes Breath-Up™ from single-mechanism pharmaceuticals and positions it as a comprehensive respiratory health management tool.

Key Benefits at a Glance:

-  World's only herbal bronchodilator with demonstrated test-safe profile
-  Supports alleviation of exercise-induced cough
-  Accelerates breathing recovery after strenuous exercise
-  Free from side effects common to synthetic bronchodilators
-  Clinically field-tested across multiple equine disciplines
-  Suitable for show horses, racehorses, and performance equines

2. THE EQUINE RESPIRATORY CHALLENGE

2.1 The Burden of Respiratory Disease in Performance Horses

Respiratory conditions represent one of the most significant threats to equine health and performance worldwide. Exercise-induced pulmonary hemorrhage (EIPH) is a serious condition that affects the health and performance of racehorses across all disciplines. The condition results from strenuous exercise and pathophysiological changes in the equine lung and airways. High-speed exercise leads to bleeding that originates from vessels supplied by the high-pressure bronchial artery.

Beyond EIPH, performance horses face a spectrum of respiratory challenges:

- **Equine Asthma Syndrome (EAS):** A chronic inflammatory respiratory disease affecting adult horses, characterized by airway inflammation, mucus accumulation, and compromised gas exchange.
- **Recurrent Airway Obstruction (RAO/Heaves):** An allergic respiratory condition triggered by environmental allergens, leading to bronchoconstriction and airway remodeling.
- **Exercise-Induced Cough:** A common manifestation of airway hyper-reactivity in athletic horses, often exacerbated by dust, pollen, and cold air exposure.
- **Transport-Associated Respiratory Stress:** Horses that travel frequently for competitions are particularly susceptible to respiratory infections and airway inflammation due to confined spaces, variable air quality, and stress.

2.2 Limitations of Conventional Therapies

Current standard treatments for equine respiratory conditions include corticosteroids, bronchodilators (such as clenbuterol), and furosemide. While these pharmaceuticals can be effective, they carry significant limitations:

- **Side Effect Profiles:** Corticosteroids and synthetic bronchodilators are associated with metabolic disturbances, immune suppression, and potential long-term health consequences.
- **Regulatory Restrictions:** Many conventional medications are subject to strict withdrawal periods and may be prohibited in competition.
- **Drug Resistance:** Prolonged use of synthetic bronchodilators can lead to diminished efficacy.
- **Safety Concerns:** Only two treatments—furosemide and the Flair™ equine nasal strip—have been successful in consistently reducing EIPH in clinical studies.

3. BREATH-UP™: FORMULATION AND PHARMACOLOGY

3.1 Product Overview

Breath-Up™ is a unique combination of natural plant materials specifically formulated to support the equine respiratory system. The product is the result of extensive research, field trials, and consultation with international herbal experts. Each ingredient has been selected for its specific pharmacological properties and synergistic potential.

Product Classification: Herbal Bronchodilator & Respiratory Support Supplement

3.2 Complete Ingredient Profile

3.2.1 Huang Qi (*Astragalus mongholicus*)

Huang Qi, also known as *Astragalus mongholicus* or *Astragalus membranaceus*, is a foundational herb in Traditional Chinese Medicine with a history spanning thousands of years. The plant grows primarily in China and Mongolia, where its root—known as "yellow guide"—has been prized for its adaptogenic properties.

3.2.2 Dan Shen (*Salvia miltiorrhiza*)

Dan Shen, or Red Sage, is native to Mongolia and Manchuria in East Asia. The dried roots have been used extensively in traditional medicine for centuries.

3.2.3 Jie Geng (*Platycodon grandiflorus*)

Jie Geng, commonly known as Balloon Flower, is a perennial herb native to East Asia. The root has been used in traditional medicine since at least 100 AD.

3.2.4 Kun Bu (*Laminaria japonica*)

Kun Bu, also known as Bladder Wrack or Rockweed, is a brown algae species belonging to the family Laminariaceae.

3.2.5 Gui Zhi (*Cinnamomum cassia*)

Gui Zhi is derived from the dried tender branches of *Cinnamomum cassia* Presl, a member of the Lauraceae family.

3.2.6 Wu Jia Pi (*Acanthopanax gracilistylus*)

Wu Jia Pi (*Acanthopanax bark*) is traditionally used to tonify the kidneys, strengthen sinews and bones, and support immune function. In the context of Breath-Up™, it contributes to the overall vitality and resilience of the horse, supporting recovery and stress adaptation.

3.2.7 Nan Sha Shen (*Adenophora tetraphylla*)

Nan Sha Shen (*Adenophora Root*) originates from Korea and Manchuria and now grows widely throughout China.

3.2.8 Bei Sha Shen (*Glehnia littoralis*)

Bei Sha Shen, also known as American Silvertop, is a small perennial that grows in sandy coastal areas throughout Japan, China, and Korea.

4. MECHANISM OF ACTION

4.1 Synergistic Bronchodilation

Breath-Up™ achieves bronchodilation through multiple complementary pathways, including Airway Smooth Muscle Relaxation, Mucus Clearance, Inflammatory Modulation, and Immune Support.

4.2 Cardiovascular and Circulatory Support

The inclusion of Dan Shen addresses the cardiovascular demands of athletic performance by improving microcirculation and supporting cardiac function.

4.3 Recovery Acceleration

Breath-Up™ supports recovery through reduced airway inflammation, enhanced mucus clearance, immune system support, and cardiovascular optimization.

5. CLINICAL APPLICATIONS

Breath-Up™ is indicated for Exercise-Induced Pulmonary Hemorrhage (EIPH), Equine Asthma (RAO/MEA), Exercise-Induced Cough, and Respiratory Health Maintenance.

6. DOSAGE AND ADMINISTRATION

Maintenance Dosage: One measure twice daily.

Event Protocol: Begin usage three days prior to competition; administer two measures as a single dose 12 hours before competition.

Breath-Up™ is Test-Safe, free from prohibited substances, has a low side effect profile, requires no withdrawal period, and is compatible with conventional veterinary care.

7. VETERINARY PERSPECTIVE

Breath-Up™ is designed as a complementary therapy that can be integrated with conventional veterinary protocols for adjunctive therapy, maintenance, preventive strategies, and competition support.

8. STABLE MANAGEMENT APPLICATIONS

Breath-Up™ supports respiratory health in high-density environments, assists in show and competition preparation, and helps manage transport stress.

9. REGIONAL CONTEXT: UAE AND PAKISTAN

The UAE and Pakistan maintain strong equestrian traditions. Breath-Up™ aligns with regulatory standards by providing a test-safe, naturally derived respiratory support option.

UAE Flag Colors: Green (fertility), White (peace), Black (strength), Red (courage).

Pakistan Flag Colors: Green (prosperity), White (peace).

10. RESEARCH AND EVIDENCE BASE

Breath-Up™ is supported by extensive field trials, traditional knowledge, modern pharmacological research, and positive veterinary experience.

11. PRODUCT QUALITY AND STANDARDS

Manufactured to high standards, including Source Verification, Identity Testing, Purity Testing, Potency Assurance, and GMP compliance.

12. COMPARATIVE ADVANTAGES

Feature	Breath-Up™	Synthetic Bronchodilators
Side Effects	Minimal	Significant
Withdrawal	None	Required
Competition	Permitted	Restricted

13. PROFESSIONAL RECOMMENDATIONS

Recommended for Veterinarians, Pharmacies, Stable Managers, and Trainers.

14. CONCLUSION

Breath-Up™ represents a significant advancement in equine respiratory care. A horse that breathes better, performs better. Breath-Up™ delivers on this promise.