

Hats off to Polly Products!

Following on from the success of its award-winning Polly Hat, Polly Products has launched a brand new hat for kids just in time for Christmas.

The new Design A Hat 4 Kids is perfect for young riders aged five and upwards and comes complete with a starter pack of fun hat stickers so that the hat can be customised by its wearer.

As with all other Polly Products headwear, this new hat is modern and stylish, plus benefits from an easy-fit dial adjustment so that the 48cm to 52cm fit can be altered as the child grows for maximum comfort and security. Lightweight and streamlined with air vents, the hat is also kitemarked to safety standard BS EN 1384 1997 to ensure the wearer is well protected.

In addition to the starter sticker kit, customers can purchase a further four sticker packs available at £2.50 each and sold separately. Spanning the girlie Fun Alphabet & Numbers, Girl's Pink Glitz and Gymkhana Pony and a Galaxy set aimed at boys, the stickers enable kids to decorate their headwear as they wish and also make a great add-on sale for retailers.

The Design A Hat 4 Kids plus starter sticker set and owner's manual comes in a colourful box that is sure to attract the eye, is available at the very competitive trade price of £13.50 and is ideal for Christmas gift retailing.

+44 (0)1636 636135 www.pollyproducts.co.uk



DESIGN A HAT FOR KIDS FROM POLLY PRODUCTS



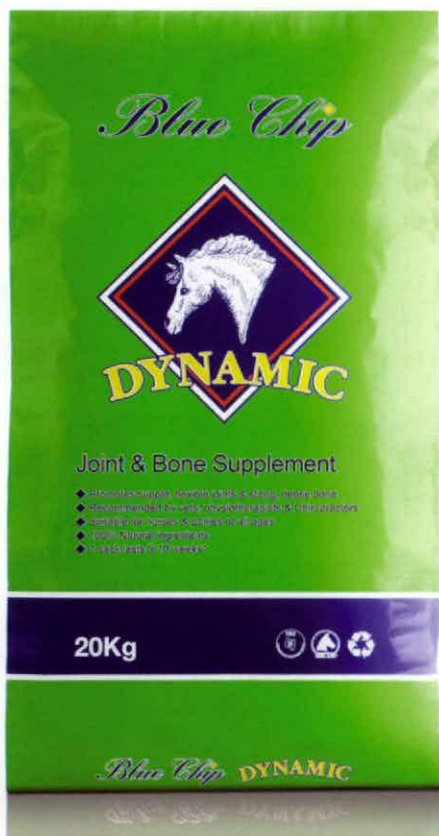
Contact Polly Products
Tel 01636 636135
www.pollyproducts.co.uk

New formulation for Blue Chip Dynamic

Blue Chip Dynamic has a new 100% natural formulation that goes beyond joint maintenance, now providing not only the building blocks to support healthy, flexible joints, but also strong, dense bone.

Like the structural tissues within and around joints, bone is a dynamic substance and, with correct nutritional support, it can respond effectively to ongoing stresses, even having the ability to repair itself completely after serious injury.

Blue Chip Dynamic can be fed to all ages of horses and ponies and is ideal to feed on its own or alongside Blue Chip Original or Blue Chip Pro. Dynamic contains the key 'building blocks' – glucosamine and MSM, together with omega 3 and omega 6 oils, antioxidants, minerals including organic selenium and bioplex manganese, plus a unique herbal formulation of yucca, mint, grapeseed extract and alfalfa. These high quality active ingredients are important for cartilage formation and the renewal of structural tissues within and around the joints.



Dynamic's new formulation also incorporates silicon, a mineral vital for healthy, strong, dense bone formation. It acts synergistically with the other active ingredients and helps with the utilisation of calcium, yet is often missing from processed horse feeds.

Recommended by vets, physiotherapists and chiropractors, together with leading trainers and competitors, Blue Chip Dynamic is an easy, effective way to feed for healthy, supple joints and a strong skeleton. It's the perfect product for customers wanting to invest in their horse or pony's long-term soundness in order to bring about a new freedom of movement and better quality of life.



+44 (0)114 266 6200
www.bluechipfeed.com