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## **FOR IMMEDIATE RELEASE**

### **Safe All-Natural Water Purifier for Horse Troughs Now Available** *New Krystal Trough™ Perfect for Use in Stables, Barns and On the Road*

**FREDERICKSBURG, Texas (May 29, 2003)** — Horses need lots of clean water—10-15 gallons or more daily--to stay healthy. But until today, horse owners' options for providing clean, safe water have been very limited. Now, horse owners have the option they've been searching for: a safe, all-natural product that helps keep water troughs sparkling clean and odor-free, thus encouraging horses to drink. New Krystal Trough All-Natural Water Purifier reduces algae, organic contamination, ammonia and nitrates; removes odors and increases water clarity.

#### Perfect for Travel

According to Dr. Laird Laurence, the respected Texas veterinarian in practice for 25 years who developed Krystal Trough, "Horse owners often tell me their horses refuse to drink when traveling. The Krystal Trough packets are just the right size for tucking into a shirt pocket, tack trunk or glove box every time horse owners travel with their horses, thus helping ensure a clean, odorless water supply at events, trail rides and shows. Just one packet works for a small bucket or a large trough."

#### Good Hydration Reduces Colic

Water does more than just hydrate horses. It is essential to their digestive process. "Despite the attention we've paid to improving horses' nutrition through proper feed and hay over the years, both veterinarians and owners have neglected our horses' water quality," says Dr. Laurence. "Colic in horses often results from impaction of feed in the horse's intestinal tract, so a well-hydrated horse is less likely to develop colic. I've treated a lot of horses with colic due to impaction, and this is one of the key reasons I developed Krystal Trough," he explained.

#### Safe for All Animals

New Krystal Trough All-Natural Water Purifier is unlike anything else on the market. It contains all-natural microbes and enzymes and is safe for animals, humans, fish and plants. "As a veterinarian, safety is critical to me," said Dr. Laurence. "My clients trust me to keep their animals healthy. The ingredients in Krystal Trough are biodegradable and have been 'generally recognized as safe' (GRAS) by the FDA."

**For more information on new Krystal Trough All-Natural Water Purifier, visit [KrystalTrough.com](http://KrystalTrough.com).**

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