

**THE GOLDEN™
PASTE Co.**

Equine Supplements

Your Guide to Sweet Itch Management

PREP

PRIME

PREVENT





What is sweet itch?

It is an insect Bite Hypersensitivity, otherwise known as sweet itch, in the UK (“summer mange”, “summer eczema” or “Queensland itch”, across the world), it is a chronic, recurrent, seasonal dermatitis (skin irritation) of horses.

What causes sweet itch in horses?

Sweet itch in horses is caused by an allergic reaction to the protein in the saliva of female biting midges, this causes the immune system to attack its own cells and leads to the extreme reaction.

What are the symptoms of sweet itch?

Horses predominantly show signs of sweet itch at the base of the mane and tail, and on the face. The withers, back, belly and rump can also be affected. Clinical signs range from mild to severe itchiness, often accompanied by hair loss and broken skin from constant scratching which can then lead to an infection. Over time the skin can thicken, folds develop, and the hair becomes sparse and coarse with flaky skin. Several behavioural changes can also occur including excessive rolling and mutual grooming, head shaking and an agitated/restless demeanour.

Is there a cure?

This hereditary condition presents typically in a horse’s second or third summer and subsequently worsens with age. It can affect almost any horse or pony – regardless of type, breed and age – but research does show it is particularly prevalent in some native breeds. Sweet itch is the most common allergic skin disease in the UK and affects around five per cent of our horse population. There is no cure and treatment is aimed at preventing or reducing exposure of the horse to the biting midge and reducing the hypersensitive reaction.

5 Top Management Tips

Here are our five top tips on management steps that can be taken to help prevent Sweet Itch:

1



Use a sophisticated fly rug – most affected horses will need to wear a fly rug 24/7 so make sure it’s the right size, fits well and is hardwearing. Some cover the body, neck, tail and under belly area while others can provide even more coverage for your horse.

3

Use insect repellents or fly sprays – they can help reduce attacks from biting insects. Look for products with pyrethroid or permethrin-based ingredients as these are often the most effective.



4

Turnout where there are no watercourses – if possible, avoid turning out near watercourses and trees, where there are high numbers of biting insects.

2



Stable management - biting insects tend to be at their most prevalent at dawn and early evening or dusk so, if possible, try to keep your horse stabled from about 4pm to 8am when midges are at their worst.

5



Install a ceiling fan in the stable - midges cannot fly against a strong air current.

What raw ingredient helps with sweet itch?

Along with all the essential management tools you can use to help manage your horse or pony's symptoms, have you thought about helping soothe from the inside out?

Humans have been benefiting from adding Turmeric to their diets for more than 4,000 years. It is no surprise then that animals also benefit from the spice, and it has become a popular dietary supplement for horses and pets, as well as taking the human health industry by storm. Turmeric provides several positive benefits for horses. Curcumin, as one of over 200 compounds within Turmeric, is the main active ingredient in Turmeric. It is a strong antioxidant and has a metabolic effect in the natural inflammation cycle of the body's defence mechanisms.



Feeding to Prep, Prime & Prevent Sweet Itch



TurmerItch™ from The Golden Paste Company is a skin and coat supplement that is absorbed into the blood stream rather than applied topically. It combines key specialist ingredients including neem, red bush tea and chamomile, to help provide relief from itching and soothe the skin by promoting a healthy skin and coat. Suitable for horses and ponies prone to laminitis, the unique pellets can be added to daily feed or simply fed by hand. The active ingredients in TurmerItch support biting insect repulsion and help maintain reduced sensitivity which was demonstrated during trials with the supplement over a 12-month period. Not only was the supplement extremely beneficial to horses suffering with sweet itch as it reduced itching, it also improved hair regrowth and coat shine.

By "priming" the body to be less responsive to allergens generally, subsequent seasonal rises in midge bites should be less of a problem; the skin of the horse will have a barrier that acts as a repellent therefore it should be less responsive to bites.

Whilst TurmerItch's specific activity is for use during the fly season, it's continuing role to support skin condition, help with allergic responses and maintenance of the gut microbiome and immune system all contribute to keeping the threshold to sweet itch high, and so allows sensitive horses to enter the fly season pre-prepared.



What do TurmerItch customers say?



Sophie, whose 13.2hh Tom trialled TurmerItch said, "After just a few weeks of feeding TurmerItch the transformation was unbelievable! Tom's itching had reduced significantly and his skin, mane and tail improved. He now has a long mane and hardly ever itches! His tail looks great too."



TurmerItch customer, Sarah Patterson said, "We have noticed plenty of improvements with feeding TurmerItch. Definite hair growth in areas which were bald last summer plus a more comfortable mare. Isla is not half as twitchy and uncomfortable when being groomed and when she has sweated up after work or competition."



Louise George found the supplement saved her time and made a difference to her mare, "Having looked into getting each of the ingredients but I just don't have time to order all the bits and measure them out and check I'm getting it all right each day. TurmerItch makes it really easy to feed the right proportions. She is significantly less itchy, especially around the face which suffered badly last year as she won't tolerate a fly mask and destroys it to get them off."



Fergus, owned by [Harriet Falshaw Eventing](#), has suffered with sweet itch for at least seven years but TurmerItch made a big difference. Harriet said, "I'd definitely recommend this supplement to anyone that has horse with sweet itch. We thought we had hit rock bottom with Fergus and I've noticed after just one month his hair has grown back, he's calm in his box and he's not itching at all".

Find out more about TurmerItch, the feeding guidelines and FAQ's at www.goldenpastecompany.co.uk/products/turmeritch-1-5kg

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