

# HYDRA

## Midas Equine

Luxurious Herbal Conditioning  
Skin & Coat Shampoo



# HYDRA®



## Features & Advantages

- ◆ Best Horse Care Product. Stunning results with every usage. Leaves mane and tail untangled.
- ◆ Contains natural plant extracts with pH similar to skin. Coat looks shinier and healthier after every wash.
- ◆ Removes developer by-products such as silver sulphide, metallic silver and calcium depositions.
- ◆ Low foaming formula ensures easy rinse off with no residue left behind therefore less hassle for the caretaker. with no residue left behind therefore less hassle for the caretaker.
- ◆ Removes heavy dirt stains without disturbing natural pH balance. Delicate skin tissue, coat and hair do not lose natural oils after using this specially formulated equine care shampoo.
- ◆ Includes various benefits of different horse health products. Broad spectrum antiseptic properties quicken the process of healing cuts, grazes, saddle sores etc.
- ◆ Aids in curing various skin related diseases such as ringworm, sweet itch, mud fever, bots, scurf, rain burn, foot rot and ticks.
- ◆ Keeps away flies.

## Description



Midas the choice of champions. With deep yet gentle cleansing action, easy to apply, low lathering properties, fast easy rinsing.

Midas thoroughly removes even the heaviest soiling without upsetting the natural pH balance of the horse's delicate skin tissue or robbing the coat/ hair of its natural oils.



### Natural Plant Extracts - For Strong Glossy Coat, Mane & Tail

Midas contains a blend of plant extracts to clean and protect the skin / hair including Iodophor, a derivative of sea kelp and extract of arnica a natural anti-inflammatory. It promotes strong mane and tail with easy de-tangling properties.



Midas is one of the best horse shampoo available. This horse care shampoo is free of lanolin that leaves behind a film on the horse coat.

Lanolin blocks the follicles and hair shaft, leaving the coat dull and greasy and mane and tail matted.

This ultimate horse care product offers protection from severe skin conditions such as eczema, scurf etc.

## The Solution

### Antiseptic Healing Properties

Wide spectrum antiseptic properties accelerate the healing of cuts, grazes, saddle sores and skin related diseases including Ringworm, Mud Fever, Sweet Itch, Scurf, Bots, Ticks, Rain Burn and Foot Rot. Regular use helps to prevent cross-infection and acts as an effective fly repellent.

Use regularly to avoid cross infection and maintain cleanliness.



### Safe-Free from:

Harsh alkaline soaps or perfumes which dry out delicate skin tissue, causing Scurf, Eczema etc.

Lanolin which blocks the hair shaft and follicles and causes a dull greasy coat and matted mane / tail.

Silicone which causes an oily residue which can attract dust or cause slippage of saddles.

## How To Use

### Directions for Use

Wet coat, mane and tail thoroughly with warm or cool water.

Apply Hydra Midas liberally. Massage into skin paying special attention to mane and tail but avoiding eyes.

Midas contains gentle plant extracts which helps to remove even the heaviest soiling without upsetting the natural pH balance of the horse's delicate skin tissue or robbing the coat/hair of its natural oils.

After washing, Rinse off with clean water. Midas has low foam properties to ensure fast rinsing.

Remove excess water with sweat scraper, strap or side of hand.

Midas has natural conditioners to help with detangling of mane and tail hair.

Midas is also used as a gentle hand washing soap for the safe cleaning of horse blankets. Add 25-50 ml to receptacle filled with warm water & soak. Rinse thoroughly and dry.





## Laboratory Facilities

Hydra International Ltd's Research & Development Laboratories are a hub of activity where new products are developed and formulated. We have working relationships with our raw material suppliers, many of these suppliers are major world-wide chemical manufacturers with their own development laboratories.

As a company we are well known in the chemical industry for being receptive to cutting edge new chemicals which can be incorporated into our products to achieve performance advantages. An important part of the International Standards that we hold is that of constant improvement. We show that we have achieved this at every independent audit.



## Hydra International Limited

8 Carters Lane, Kiln Farm, Milton Keynes MK11 3ER, U.K.

+44 (0)1908-265889 | [sales@hydra-int.com](mailto:sales@hydra-int.com)

[www.hydra-int.com](http://www.hydra-int.com)

