

Tami Hoag Thinks New VitalWrap Equine Product Will Be a Bestseller

JRPR

Friday, November 21, 2008 :: Posted 09:01:49 PM CST

Pacific Palisades, CA – Tami Hoag, New York Times best-selling author and Grand Prix dressage rider, has tested the new product VitalWrap Equine in her barn and believes it's going to be a bestseller. VitalWrap Equine is a hot and cold contrasting therapy unit designed to treat pain, inflammation and swelling in horses.

Hoag's success as a top amateur Grand Prix rider, and the recognition that comes with the title of New York Times Bestseller, keeps her on the go and she believes VitalWrap Equine will be an added benefit. VitalWrap Equine delivers a unique combination of heating, cooling, and compression therapies in one convenient device, providing drug-free pain relief for arthritis, chronic pain, sprains, strains, inflammation, and post-surgical recovery.

As an FEI Grand Prix dressage competitor, Hoag divides her time between the East and West coast. While in Malibu, she tested the VitalWrap Equine to see how it would withstand the scorching heat of a 105-degree day. "We used it at Tami's farm on a horse's leg for 45 minutes and the ice didn't melt," said equine chiropractor Dr. Doug Ziegler, who is on the advisory board of Vital Wear, the company that has developed VitalWrap Equine.

Ziegler said Hoag was thrilled that the new product held up in the Malibu heat. "I love my Vital Wrap ice machine. It's so portable and easy to use, and the consistency of the temperature is amazing. The Vital Wrap has become an indispensable component of my treatment and maintenance program -- not only for my horses, but for myself as well," Hoag said.

Hoag already uses MacKinnon Ice Horse boots on her dressage horses, and has long recognized the benefit of a cold therapy maintenance program. "Ice Horse boots are a staple in my barn. No muss, no fuss, functional and effective. Perfect for a busy barn," Hoag said.

Hoag will spend her winter season competing in Wellington, continuing to use MacKinnon Ice Horse boots and the VitalWrap Equine system. Ziegler said VitalWrap will officially launch its products during the Winter Equestrian Festival.

While not riding and competing her dressage horses, Hoag is busy working on her next novel. She is the author of 14 consecutive New York Times Best-Selling suspense novels including *Dark Horse*, *Kill The Messenger*, *Prior Bad Acts* and *The Alibi Man*. To learn more about Hoag, visit her website at www.tamihoag.com.