



2010
product catalog



about us...

In 1976 Professional's Choice founder and president, Dal Scott, broke his leg in a horseback riding accident. To assist in a more comfortable and speedy recovery, he developed a neoprene orthopedic product. This was the start of **Dricast Orthopedics, Inc.**

Because of Scott's passion for horses, it didn't take long to redirect the company focus to the equine industry. In 1986 he began manufacturing therapeutic equine products, and Scott renamed the company **Professional's Choice Sports Medicine Products, Inc.** The Professional's Choice research and development team then went to work on what is now known around the world as the **Original Sports Medicine Boot**. Scientific and clinical studies created the best protective and shock absorbing leg care boots available; the Professional's Choice Sports Medicine Boot made its debut in 1990.

In January of 2002, Professional's Choice became the exclusive equine product licensee for **Wrangler Apparel Corp.** Professional's Choice currently manufactures a full line of popular Wrangler® and

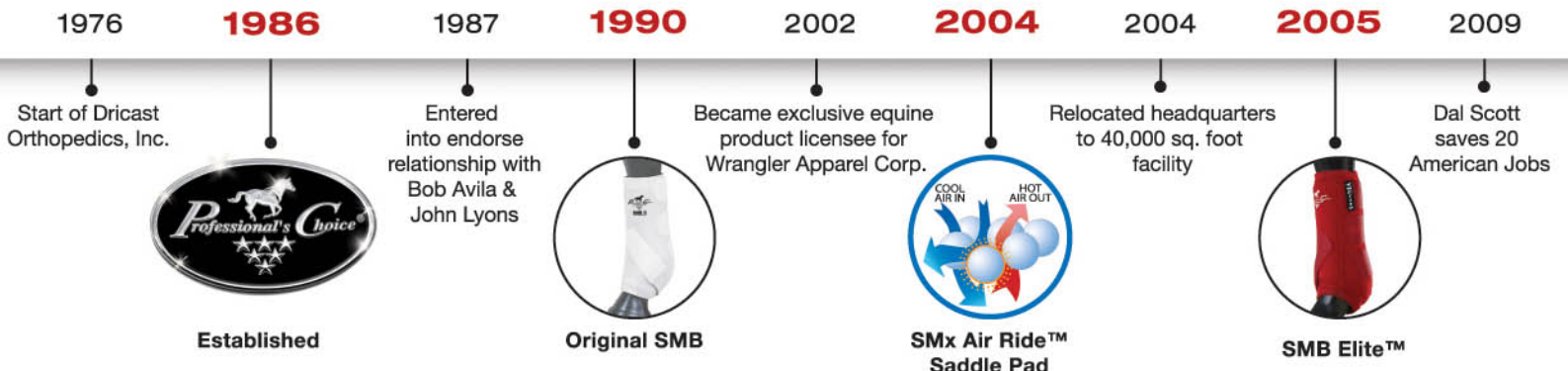
Twenty X™ equine products including saddle pads, horse blankets, fly protection as well as protective boots and wraps.

In 2004 Professional's Choice introduced a major breakthrough in saddle pad technology with benefits for both horse and rider. The new generation **SMx® Air-Ride™** Saddle Pad utilizes a new, patented material that allows air to circulate, resulting in heat dispersion and moisture evaporation." This saddle pad is lightweight, distributes weight evenly and is compression resistant, making it an incredibly long lasting pad.

2005 marked the introduction of the **SMB Elite™**. The Elite Sports Medicine Boot™ is lightweight and contoured to ensure a perfect, glove-like fit and to keep dirt out. Exclusive materials and multi-layered construction provide 360 degrees of protection and absorbs and dissipates over 26% of negative energy from hoof concussion, while the uniquely designed suspensory strap helps to prevent hyperextension of the fetlock. This boot is the ultimate in equine leg protection.

In 2009 Scott made the decision to move a substantial portion of his off-shore manufacturing business back to the southern California facility. This move allowed Scott to save upwards of twenty American jobs and caught the attention of international news center **CNN**. On July 28, the CNN news team paid a visit to Professional's Choice to shoot a segment on "re-shoring." The segment aired that evening in primetime on **Lou Dobbs Tonight**.

Professional's Choice continues to be a market leader renowned for revolutionizing the equine industry through diligent scientific research and producing the highest quality products strictly for the horse's safety and well-being. This leadership position has earned Professional's Choice the respect of top trainers, professionals and everyday horsemen all over the world.



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Patent # 5,115,627



A. VenTECH™ Elite Sports Medicine Boot

Now with VenTECH™ technology, the Elite Sports Medicine Boot is lightweight and multi-layered with a ventilated, limestone-based neoprene exterior and UltraShock™ lining. Ventilated neoprene conforms to your horse, allows heat and moisture to escape, and keeps your horse cool, comfortable and performing at its best. The boot provides 360 degrees of protection, safeguarding the cannon bone, tendons and soft tissue, and is proven to absorb over 26% of energy from hoof impact. The uniquely designed suspensory strap stretches with each stride, allowing full ankle movement and helping to eliminate hyperextension of the fetlock. The distinctive angle of this strap guarantees proper application, ensuring the boot provides maximum protection. *30-Day money-back guarantee/ one-year warranty or as required by law.*

Small: Black, Crimson Red, Hunter Green, Royal Blue, Turquoise, White, Giraffe, Houndstooth, Stars & Tie-Dye.

Medium: Black, Chocolate, Crimson Red, Hunter Green, Lime Green, Navy, Pink, Purple, Royal Blue, Turquoise, White, Giraffe, Houndstooth, Stars & Tie-Dye.

Large: Black, Crimson Red, Hunter Green, Royal Blue, Turquoise, White, Giraffe, Houndstooth, Stars & Tie-Dye.

FRONT: VEFS Small VEFM Medium VEFL Large SMBEFLX* Front X-Large

REAR: VERS Small VERM Medium VERL Large SMBERXL* Rear X-Large

See sizing chart on page 2. *Available in Black & White only, without VenTECH™ Technology.





C. VenTECH™ Elite SMB Value 4-Pack

As an incentive to conscientious horsemen who realize the benefits of booting all four legs, we are offering a Value 4-Pack which contains a full set of both front and rear VenTECH™ Elites at a substantial savings. We receive countless affirmations from horsemen crediting our Sports Medicine Boots with saving their horses from catastrophic leg injuries. According to a study conducted at the University of Minnesota, thoroughbred race horses booted with front SMBs "exhibited increased comfort wearing the boots as they shifted their weight forward. Combining the high level of protection and energy absorption with minimal effects on the gait, the Sports Medicine Boot is a valuable tool in prevention of lower limb injuries during training and performance, as well as a valuable addition to the treatment regime for rehabilitating horses with limb injuries." Booting all four legs allows the horse to comfortably maintain its normal distribution of weight. *30-Day money-back guarantee/one-year warranty or as required by law.*

Small: Black, Crimson Red, Hunter Green, Royal Blue, Turquoise, White, Giraffe, Houndstooth, Stars & Tie-Dye.

Medium: Black, Chocolate, Crimson Red, Hunter Green, Lime Green, Navy, Pink, Purple, Royal Blue, Turquoise, White, Giraffe, Houndstooth, Stars & Tie-Dye.

Large: Black, Crimson Red, Hunter Green, Royal Blue, Turquoise, White, Giraffe, Houndstooth, Stars & Tie-Dye.

VE4S Small VE4M Medium VE4L Large SMBE4XL X-Large
(Available in Black & White only, without VenTECH™ Technology)

FRONT



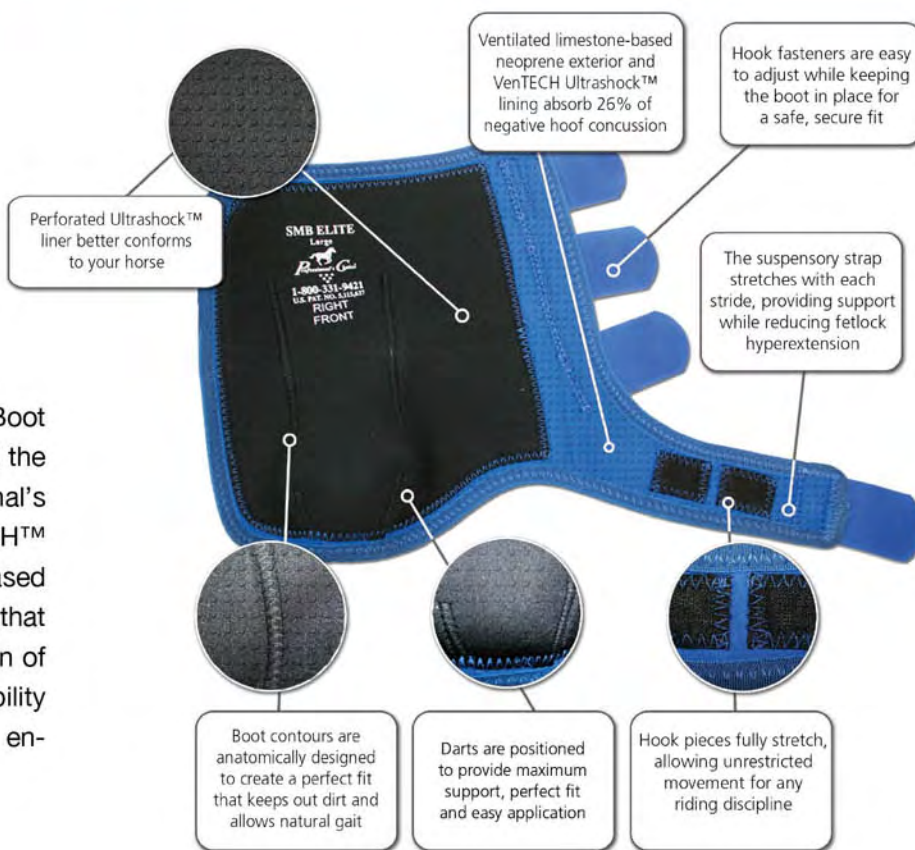
REAR



The VenTECH™ Elite Sports Medicine Boot Scientifically Engineered Technology



The new VenTECH™ Elite Sports Medicine Boot is the new standard for equine comfort with all the premium features you expect from a Professional's Choice product. The exclusive new VenTECH™ technology features a ventilated, limestone-based neoprene and perforated Ultrashock™ liner that better conforms to your horse. The perforation of both layers provides added stretch and flexibility making this product more supportive and enhancing the fit while keeping dirt out.





Create your own look with the new 2010 patterns. Mix and match all your favorites!



Giraffe



Houndstooth



Stars



Tie-Dye



Fun new patterns also available in Secure-Fit Overreach Boots. See page 6 for full descriptions and all available colors.

EQUISENTIAL™
by
Professional's Choice



D. Equisential™ Endure-All Sports Medicine Boots

This unique Sports Medicine Boot is lightweight and multi-layered with Professional's Choice UltraShock™ lining and a sleek exterior that won't collect foxtails, burs, or water. The boot provides 360 degrees of protection, safeguards the cannon bone, tendons and soft tissue, and is proven to absorb energy from hoof concussion by over 26%. The uniquely designed suspensory strap stretches with each stride, allowing full ankle movement, and helps to eliminate hyperextension of the fetlock.

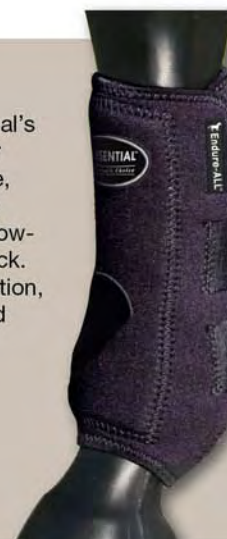
Also the distinctive angle of this strap guarantees proper application, ensuring maximum protection. Great for trail, cross-country and endurance enthusiasts. Trim hook straps for a custom fit.

Available in Black only.

SMBAS Small **SMBAM** Medium **SMBAL** Large

Also available in Value Packs.

SMBA4S Small **SMBA4M** Medium **SMBA4L** Large



E. SMB-3™ Sports Medicine Boot

The SMB-3™ is a hybrid between the two best selling protective boots: the original SMB II® and the VenTECH™ SMB Elite™. The exterior is constructed with Professional's Choice signature limestone-based neoprene. Together with an UltraShock™ lining, the SMB-3™ safeguards the cannon bone, tendons and soft tissue, while absorbing energy from hoof impact. The slightly longer suspensory strap stretches with each stride allowing full ankle movement, and helps to eliminate hyperextension of the fetlock. The SMB-3™ is cut back at the lower front to allow for proper fit when used with any Professional's Choice bell boot. Lyrca binding stretches to create a more snug fit along the top and bottom of the boot, helping to keep dirt out. Once again, the Professional's Choice motto is achieved, "The more comfortable the horse, the better the performance." 30-Day money-back guarantee/one-year warranty or as required by law. Sold in pairs.

Small: Black, Crimson Red, Hunter Green, Royal Blue, Turquoise, White, Giraffe, Houndstooth, Stars & Tie-Dye.

Medium: Black, Chocolate, Crimson Red, Hunter Green, Lime Green, Navy, Pink, Purple, Royal Blue, Turquoise, White, Giraffe, Houndstooth, Stars & Tie-Dye.

Large: Black, Crimson Red, Hunter Green, Royal Blue, Turquoise, White, Giraffe, Houndstooth, Stars & Tie-Dye.

SMB3S Small **SMB3M** Medium **SMB3L** Large



Patent # 5,115,627

F. SMB-3™ Sports Medicine Boots Value 4-Pack

Booting all four legs allows the horse to comfortably maintain natural weight distribution. As an incentive to diligent horsemen, a Value Pack containing a full set of boots for both the front and rear legs is available at a substantial savings.

Colors: Available in same colors as above.

SMB34S Small **SMB34M** Medium **SMB34L** Large

SMB-3™ SIZE CHART



G. SMB Reflective® Sports Medicine Boots

All the great features of the SMB-3™ Sports Medicine Boots, with the added safety of reflective material enhancing your visibility. Available in Black only.

AQ-SMBM Medium

AQ-SMBL Large

AQ-SMB4M - Medium Value 4-Pack

AQ-SMB4L - Large Value 4-Pack





John Lyons



Black Chocolate Crimson Red Hunter Green Lime Green Navy Pink Purple Royal Blue Turquoise White

H. SMB II® Sports Medicine Boots

SMB IIs® are the best selling equine leg care products in the world. They have protected countless performance horses over the years in every imaginable event, including polo, jumping, reining, barrel racing, endurance, working cow horse and many others. For many horses, these boots have meant the difference between an extended career and periodic or permanent injuries. So, it's no wonder there have been numerous attempts to copy them.

30-Day money-back guarantee/six-month warranty or as required by law. Sold in pairs.

XSmall: Black only.

Small: Black, Crimson Red, Hunter Green, Royal Blue, Turquoise & White.

Medium: Black, Chocolate, Crimson Red, Hunter Green, Lime Green, Navy, Pink, Purple, Royal Blue, Turquoise & White.

Large: Black, Chocolate, Crimson Red, Hunter Green, Lime Green, Navy, Pink, Purple, Royal Blue, Turquoise & White.

XLarge: Black only.

SMBII001 Extra Small

SMBII002 Small

SMBII100 Medium

SMBII200 Large

SMBII300 Extra Large

I. SMB Combo Boots

This combination of a sports medicine boot and a bell boot will not shift or restrict your horse's natural gait. Provides 360 degrees of impact protection and absorbs up to 26% of negative energy from hoof concussions. An antimicrobial lining prevents transfer of dermatological diseases. *30-Day money-back guarantee/six-month warranty or as required by law. Sold in pairs.*

Colors: Black, Chocolate, Crimson Red, Hunter Green, Royal Blue and White.

SMBC100 Universal Size

Black

Chocolate

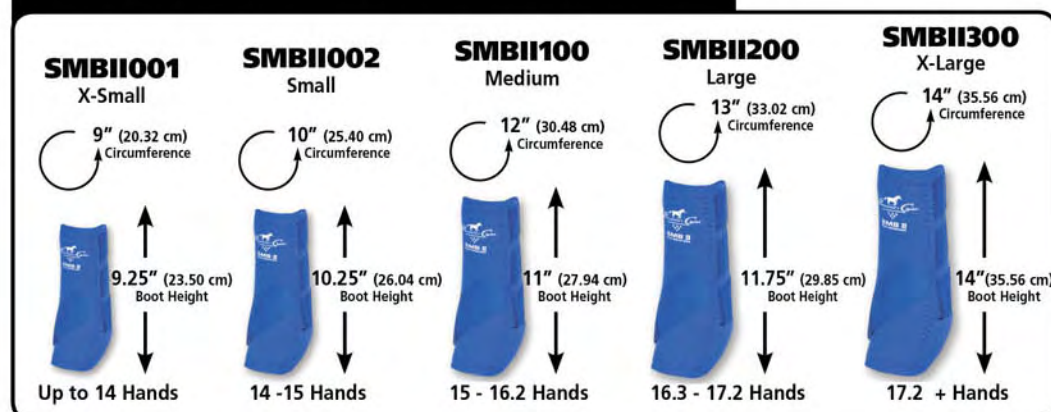
Crimson Red

Hunter Green

Royal Blue

White

SMB II® SIZING CHART



A. Ballistic™ Overreach Boots

Durable Ballistic™ nylon outer cover and binding makes these boots especially tough and able to take the daily abuse of riding, in any discipline. UltraShock™ lining absorbs energy from over-reaching and protects the vital areas of the hoof while the soft no-turn knob keeps the boot from spinning. 30-Day money-back guarantee/six-month warranty or as required by law. Sold in pairs.

Colors: Black, Chocolate, Crimson Red, Hunter Green, Lime Green, Pink, Royal Blue, White, Purple and Turquoise.

BB251 Small (Available in Black only.)

BB252 Medium (Fits most average size horses.)

BB253 Large

BB254 X-Large

BB255 XX-Large (Available in Black only.)

BB256 XXX-Large (Available in Black only.)



Ballistic™ Overreach Boots are also available in Extra Large Sizes!



White



Pink



Turquoise



Lime Green



Purple



Royal Blue



Crimson Red



Hunter Green



Chocolate



Black

A



B. Secure-Fit™ Overreach Boots

The unique design of our Secure-Fit™ Overreach Boots provides protection to the hoof and pastern. These vinyl boots with Ballistic binding help absorb the impact of overreaching. A soft no-turn knob prevents the boot from spinning and the double hook and loop fastener keeps them securely in place. Secure-Fit™

Overreach Boots are designed to work exclusively with Professional's Choice boots. 30-Day money-back guarantee/six-month warranty or as required by law. Sold in pairs.

Patterns: Giraffe, Houndstooth, Flowers, Peace Signs, Stars and Tie-Dye.

BB352 Medium

BB353 Large

New for 2010



Tie-Dye



Flower



Stars



Giraffe



Houndstooth



Peace Signs

B



Black



Chocolate



Crimson Red



Hunter Green



Navy



Purple



Royal Blue



Turquoise



White

C. Quick-Wrap® Bell Boots

Shaped like traditional bell boots, Quick-Wrap® Bell Boots provide the ultimate in hoof and soft tissue protection for performance horses. With a 360 degree wrap and an overlap in the back, they cover the whole hoof, including the coronet band and the bulb, and provide excellent shock-absorption right where it's needed. Quick-Wrap® Bell Boots are designed to work exclusively with Professional's Choice protective boots, including SMB Elites™ and splint boots (sold separately). Lycra binding —won't rub! 30-Day money-back guarantee/six-month warranty or as required by law. Sold in pairs.

Small: Black, Crimson Red, Hunter Green, Royal Blue & White.

Medium: Black, Chocolate, Crimson Red, Hunter Green, Navy, Purple, Royal Blue, Turquoise & White.

Large: Black, Crimson Red, Hunter Green, Royal Blue & White.

BB101B Small

BB102B Medium

BB103B Large



Ballistic™, Secure-Fit™ Overreach & Quick-Wrap® Bell Boots Sizing



Ballistic™ Overreach Boot



Quick-Wrap® Bell Boot

BALLISTIC™ OVERREACH BOOTS	BB251	BB252	BB253	BB254	BB255	BB256
BOOT SIZE*:	S	M	L	XL	XXL	XXXL
Horse Height (in hands)	13 - 14	14 - 15	15 - 16	16 - 17	17 - 17.2	17.2+
Pastern Circumference:	8"	8.5"	9"	10"	11"	12"
Boot Height:	4.25"	4.25"	4.5"	4.75"	4.75"	4.75"
Bottom Boot Circumference:	13"	13.5"	15"	15.5"	16.5"	17.5"

Note: Because of the NO-TURN knob Ballistic™ Overreach Boots should have no overlap when applying them to the hoof.

QUICK-WRAP® BELL BOOTS	BB101B	BB102B	BB103B
BOOT SIZE*:	S	M	L
Horse Height (in hands):	13 - 14.2	14.2 - 16	16 - 17+
Boot Circumference:	10.5"	14.5"	16.5"
Boot Height:	4.25"	4.5"	5"
Bottom Boot Circumference:	12"	15"	16"

Note: 2" Overlap is recommended on the Quick-Wrap Bell Boots only.

*Sizes are based on averages. Because each horse is different, always measure your horse to be certain you are purchasing the correct size.



A & B



A. Leather Protection Boot

The Professional's Choice Leather Protection Boot provides a unique combination of protection, quality and comfort. The outer shell is made from thick, yet soft, genuine leather that conforms to the horse's leg while preventing interference. The boot is constructed with a layer of Professional's Choice signature UltraShock™ padding and lined with high grade, dense fleece. This combination absorbs impact yet remains breathable. *30-Day money-back guarantee/six-month warranty or as required by law. Sold in pairs.*

Colors: Black and White.

PB100 Medium **PB200** Large **PB300** Extra-Large



Black

White

B. Leather Protection Boot Value 4-Pack

Designed to provide exceptional protection from interference during training, the Leather Protection Boot now comes in a convenient 4-Pack. This is a money-saving option for conscientious equestrians who demand all-around protection for their horse's legs. The 4-Packs come in three sizing alternatives to accommodate a variety of breeds. *30-Day money-back guarantee/six-month warranty or as required by law.*

Colors: Black and White.

PB4M Medium Front Boots/Medium Rear Boots

PB4L Medium Front Boots/Large Rear Boots

PB4XL Large Front Boots/Extra-Large Rear Boots

Leather Protection Boot

PB100 Medium

10.5"/26.7 cm
Circumference



11"/28 cm
Boot Height

14 - 15.3 Hands

PB200 Large

12"/30.5 cm
Circumference



11.5"/29.2 cm
Boot Height

16 - 16.3 Hands

PB300 Extra-Large

13"/33.2 cm
Circumference



12.5"/31.8 cm
Boot Height

17 - 17.3 + Hands



C. Twenty X™ Polo Wraps

Made of high quality, double-sided short pile fleece and designed for exercise or shipping. They have just the right amount of stretch for easy wrapping. The extra long hook and loop closure maintains a secure fit. Nine feet long and packaged in a convenient set of four.

Colors: Black, Hunter Green, Red, Royal Blue and White.

WRPW 5" wide x 9' long (set of four)

D. Combo Bandage

Designed for protection and support, the Combo Bandage is made of a four way stretch polo wrap attached to an elastic bandage. This combination is easy to apply and washable for continued use. Great for use as a workout wrap. Packaged in a convenient set of four. *30-Day money-back guarantee/six-month warranty or as required by law.*

Colors: Black, Chocolate, Navy and White.

CB100 Universal Size (set of four)



E. Bed Sore Boots

Help to protect the front of the fetlock joint from developing bed-sores and shield existing sores from insects and debris while they heal. Made of a breathable fleece interior and a neoprene exterior with long lasting hook and loop closures. *30-Day money-back guarantee. Available in Black only. Sold in pairs.*

BSB Universal Size

F. VenTECH™ Standing Wraps

An easy solution to wrapping, now with VenTECH™ technology. Plush poly fleece leg bandage with ventilated neoprene exterior and secure hook and loop closures. VenTECH™ ventilated, lime-stone-based neoprene conforms to your horse, allows heat and moisture to escape, and keeps your horse cool and comfortable. Easy to apply, these wraps are great for treating injuries or strains and can be used for shipping. *30-day money-back guarantee/six-month warranty or as required by law. Available in Chocolate only. Sold in pairs.*

SWVS - 12"

SWVM - 14"

SWVL - 16"

G. Wrangler® No-Bow Bandage

Wrangler® No-Bow Bandages are made of an exceedingly comfortable pile fleece over a cushioned inner lining, which helps to eliminate pressure points and restrictions. Easy to apply, these wraps are great for treating injuries or strains and can be used for shipping. Machine washable. *30-Day money-back guarantee. Available in White only.*

WRNBF 14" front bandage (set of two)

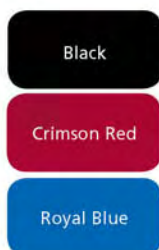
WRNBR 16" rear bandage (set of two)



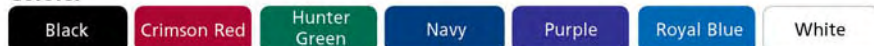
Professional's Choice is an authorized licensee of Wrangler Apparel Corp.

G





Colors:



A. Boot Covers

Do you have problems keeping your Sports Medicine Boots looking new because of mud, weeds or burs? If so, our Boot Covers are the answer. Affordable and practical, Boot Covers are made of a durable, waterproof nylon that will keep your boots clean and can help to extend their life. With elastic tops and bottoms and a hook and loop seam, they are easy to apply and save you a lot of cleaning time. *30-Day money-back guarantee/six-month warranty or as required by law. Available in Black only. Sold in pairs.*

SMC-1 Small **SMC-2** Medium **SMC-3** Large

B. Quick-Wrap® Splint Boots

Our top of the line Quick-Wrap® Splint Boots have durable leather patches to provide maximum protection to vital areas of the horse's leg. The UltraShock™ lining gives your horse added protection against crossfiring and interference. Four hook fasteners ensure a perfect fit. These splint boots are perfect for competition because of their clean and simple appearance. *30-Day money-back guarantee/six-month warranty or as required by law. Sold in pairs.*

Colors: Black and White.

SPB200 Universal Size - 10"

C. Rear Ankle Boots

Ankle Boots protect rear legs from interference injuries. The excellent protective padding and superior durability of the boots make them perfect for hunters and jumpers. They are completely adjustable and stay in place under the most challenging conditions. *30-Day money-back guarantee/six-month warranty or as required by law. Sold in pairs.*

Colors: Black, Crimson Red and Royal Blue.

AB151 Universal Size - 5.5"

D. Easy Fit™ Splint Boots

Ideal for light work and horses with no previous leg injuries, Easy-Fit™ Splint Boots feature an extended leather patch for added protection to the fetlock area. Limestone-based neoprene stays flexible, won't dry or crack and returns to its original shape even after thousands of uses. All-way stretch provides comfort and support. Hook fasteners allow for easy application. These non-slip boots fit most horses in front or rear. *30-Day money-back guarantee/six-month warranty or as required by law. Sold in pairs.*

Colors: Black, Crimson Red, Navy, Royal Blue and White.

SPB156 Universal Size - 10"

E. Competitor™ Splint Boots

Competitor™ Splint Boots are lightweight, durable and perfect for light exercising or turnout. These non-slip boots provide protection to the splint bone. *30-Day money-back guarantee/six-month warranty or as required by law. Sold in pairs.*

Colors: Black, Crimson Red, Hunter Green, Navy, Purple, Royal Blue and White.

SPB152 Universal Size - 9.5"

F. Wrangler® Skid Boots

Designed especially for performance horses, particularly those having to make hard stops, such as reining and roping horses, these leather boots have a super-tough protective cup and a top strap lined with UltraShock™ for the ultimate in protection and comfort. The soft leather straps fit snugly around the horse's leg without rubbing, and the aggressive hook and loop closures keep the boots securely in place. *30-Day money back guarantee/six-month warranty or as required by law. Sold in pairs.*

WRSKB-100 Universal size.

G. Wrangler® Splint Boots

This unique splint boot offers superb protection from cross-firing. The one-piece outer shell is molded to fit snugly behind the fetlock without hindering movement, while the body of the boot is shaped and sewn to fit the horse's leg like a second skin. Heavy-duty elastic straps with buckle closures keep the boots securely in place. *30-Day money-back guarantee/six-month warranty or as required by law. Available in Medium or Large. Sold in pairs.*

WRSB-500M

WRSB-500L

H. VenTECH™ Slide-Tec Skid Boots

Equipped with VenTECH™ technology, Slide-Tec Skid boots extend lower to cover the pastern and bulb of the horse's heel keeping dirt from penetrating the boot and causing burns during sliding stops or tight turns. Ventilated limestone-based neoprene conforms to your horse, allows heat and moisture to escape, and keeps your horse cool, comfortable and performing at its best. Strong but flexible, ensuring optimum protection of the fetlock and surrounding area. A padded leather patch on the inside of the fetlock and cannon bone to protect from interference. Recessed threads on skid cup won't wear out or be cut when sliding. Radius-cut straps are easier to grip and apply and have a finished appearance. Hook fasteners adjust to fit almost any horse. *30-Day money-back guarantee/six-month warranty or as required by law. Sold in pairs.*

Short Boot (SKBV400) provides rear leg protection from the bulb of the heel to just above the fetlock.

Standard Boot (SKBV500) provides approximately three more inches of protection up the cannon bone.

Colors: Black, Crimson Red, Navy, Royal Blue and White.

SKBV400 Short - 10.5" tall

SKBV500 Standard - 13.5" tall

I. Knee Boots

An effective complement to protective boots, Knee Boots prevent bumps and bruises, keeping equine knees healthy and sound. These boots protect against injuries caused by knee-to-knee interference without added bulk. For best results use Knee Boots with Professional's Choice Sports Medicine Boots. *30-Day money-back guarantee/six-month warranty or as required by law. Available in Black only. Sold in pairs.*

KB101-BLA Universal Size



Professional's Choice is an authorized licensee of Wrangler Apparel Corp.



New for
2010



SHORT

STANDARD



Black

Crimson Red

Navy

Royal Blue

White



A first in the industry, Norfields™ Magnetic Therapy by Professional's Choice combines therapeutic wraps with the healing power of magnets. These products help increase blood circulation, oxygen and nutrients, thus speeding up the natural healing process. Improved circulation is also beneficial to healthy limbs before strenuous exercise or competition.

30-Day money-back guarantee/six-month warranty or as required by law.

For more information on the safe usage of these products visit

www.profchoice.com/norfields.html

BEFORE

Hoof side view

AFTER

Hoof side view

Bottom of hoof

Bottom of hoof

Clinical nuclear scintigraphy testing has proven a significant uptake in circulation (up to 30%) when treated with a Norfields™ magnet.

norfields™
Magnetic Therapy Products
by Professional's Choice



A. Norfields™ MAGNETIC Hock Wrap

The MAGNETIC Hock Wrap is designed to treat most common hock problems. Made of durable nylon and cotton for long-lasting use. Sold in pairs.

NFHB-101 Small

NFHB-102 Medium

NFHB-103 Large

B. Norfields™ MAGNETIC Shin & Tendon Wrap

Norfields™ MAGNETIC Shin & Tendon Wrap can be used on both front and hind legs. This product is designed to treat shins, tendons, splints, suspensory and check ligaments. Made of durable nylon with a soft cotton lining. Sold in pairs.

NFTB-100 Universal Size



C



F



D



E



G

C. Norfields™ MAGNETIC Blanket

The Magnetic Blanket is constructed with over 100 strategically placed patented, bi-polar magnets that operate within the only scientifically proven safe and effective range for equine use. Each magnet is carefully sewn into position over pressure points that have been proven to be effective in stimulating circulation. The light-weight mesh fabric is designed for year round use; a fleece patch over the withers prevents rubbing, and is held securely in place with a heavy nylon surcingles and two elastic leg straps.

Available in 2" increments from 70" to 84"

NFMB-70, NFMB-72, NFMB-74, NFMB-76,
NFMB-78, NFMB-80, NFMB-82, NFMB-84

D. Norfields™ MAGNETIC Bell Boot

Magnetic therapy for the hoof now comes in a convenient, easy to apply bell boot form. This boot has interior magnetic patches and a soft flannel lining. The boot fastens securely with an overlapping hook and loop closure. Sold in pairs.

NFBB-101 Small NFBB-102 Medium NFBB-103 Large

E. Norfields™ MAGNETIC Knee Wrap

The Magnetic Knee Wrap is a comfortable therapeutic wrap, ideal in the recovery process to relieve swelling and discomfort. Made of durable nylon and cotton. Sold in pairs.

NFKB-100 Universal Size

F. Norfields™ MAGNETIC Poll Piece

The Magnetic Poll Piece attaches easily to headstalls and halters behind the ears and has a unique rubber backing to prevent slipping. The Magnetic Poll Piece can achieve a calming and anti-inflammatory effect and has been helpful on horses with stall habits, easing discomfort from TMJ as well as teeth grinding. Can be used prior to competition to help relax a nervous horse and promote a more focused performance.

NFPP-102 -17"

NFPP-103 -24"

G. Norfields™ MAGNETIC Brow Piece

The Magnetic Brow Piece contains three magnets that come in contact with the horse's forehead. This offers a calming effect for a horse that has difficulty concentrating. Can be used at home or at competitions to help relax a nervous horse and promotes a more focused performance.

NFBP-100 12" Band (up to 10.5" Hook and Loop Strap Available)

Cold Therapy: Why Ice Your Horse's Legs

The repeated application of ice to treat musculoskeletal injuries in horses is a time-honored and tested therapy that should be considered first when treating injuries showing pain, swelling and heat.

It is very beneficial to use cold therapy on equine athletes with joint and lower limb problems after every training and performance activity for their entire career. After every athletic session there is a new inflammation to the injured area that will benefit from cold treatment.

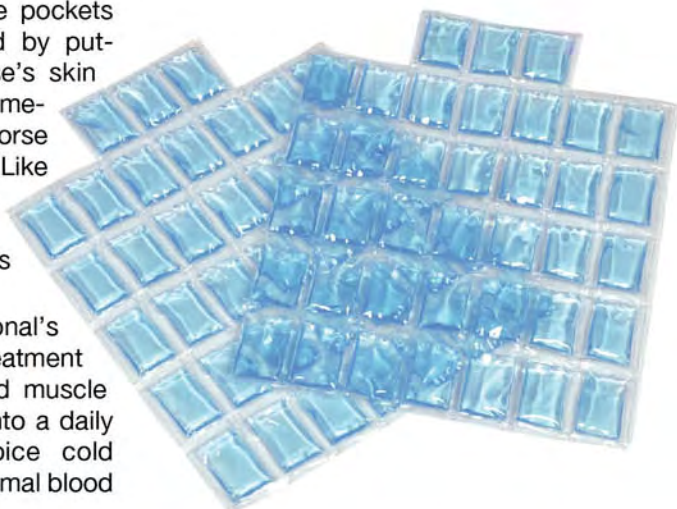
Professional's Choice's specially designed compressive Ice Boots are preferable as they reduce potential damage to the lower leg tissues caused by long periods of standing in ice water.

The design of our Ice Boots is what makes them special. The outer mate-

rial is limestone-based neoprene, an insulator that helps hold and maintain the cold longer and won't absorb moisture. On the inside, the multiple elastic pockets allow localized, customized therapy for each horse because they accommodate various amounts of ice in each pocket. These pockets eliminate the trauma caused by putting ice directly on the horse's skin because the cold slowly permeates the elastic, allowing the horse to gradually feel the cold. Like all Professional's Choice products, the Ice Boots were created with the horse's comfort in mind.

Cold therapy by Professional's Choice is beneficial in the treatment of inflammation, pain relief and muscle spasm. When incorporated into a daily routine, Professional's Choice cold therapy products maintain normal blood

flow to the area and keep joints tight to promote soundness. Ice should never be used directly on the animal due to possible freezing of the tissue.



"The neoprene cells are filled with nitrogen, making Professional's Choice boots better cold insulators. Better insulation and less water absorption result in more profound and consistent cooling, and the boots do not get heavy, soggy or lose their fit during use."

— Kenneth L. Marcella, DVM - DVM Newsmagazine, Volume 39, Issue 8



H. Nine Pocket Ice Boot

At 23" tall, this boot can be used to ice from above the knee or hock all the way to the pastern. With nine individual pockets and six hook fasteners for a custom fit, this is a must-have for every horse owner. *30-Day money-back guarantee/six-month warranty or as required by law. Available in Black only. Sold in pairs.*

WC204 Universal Size, 23" tall

I. Six Pocket Ice Boot

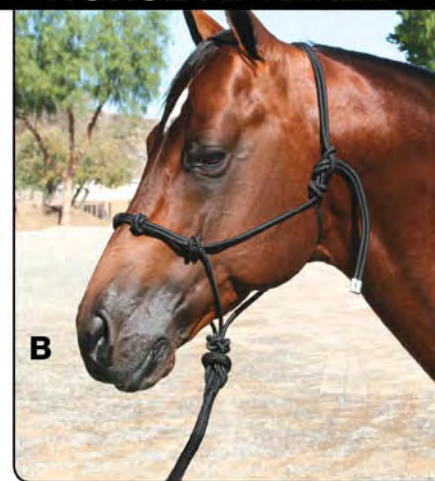
Our Six Pocket Ice Boot is convenient for icing from just below the knee or hock down to the pastern. It has six inside elastic pockets and five hook fasteners. *30-Day money-back guarantee/six-month warranty or as required by law. Available in Black only. Sold in pairs.*

WC202 Universal Size, 18.5" tall

J. Ice Cells

These non-toxic Ice Cells offer a great way to effectively ice the legs after riding or for therapy. Easy to use, they are designed specifically for use with SMB IIs® and fit securely inside the boots to evenly distribute cold therapy to your horse's legs. They remain flexible while frozen, retain their shape as they melt, are reusable and can be stored in the freezer. Plus, they are great for icing down injuries sustained by the rider. *30-Day money-back guarantee. Sold in pairs.*

IC-200 Clear



**30-Day
Money-Back
Guarantee**



A. Rope Halter

Our rope halter is made of nylon for durability and ease of care. It comes with a ten foot matching lead.

Colors: Black, Black/Tan, Burgundy/Navy, Chocolate/Turquoise, Multi, Purple/Pink and Red.

HR Universal Size with 10 foot lead

B. Clinician Halter

Designed by professionals, this custom-made halter features two strategically placed knots that trigger pressure points on the horse's nose to help maintain control of a difficult or young horse. The halter is slightly rigid, has a smooth finish and comes with a 15 foot lead with poppers. The Clinician Rope Halter is ideal for all groundwork and increases effectiveness and safety during training. Available in Black only.

HRC Universal Size 5/16 inch in diameter with 15 foot lead

C. TailWrap™

A Professional's Choice best-seller, the TailWrap™ is great for protecting horses' tails in the trailer, stall, pasture or during breeding. It protects better than other tail wraps because of its unique padded half cone. This padding protects the very top tail hairs from rubbing and fraying. And, with a non-slip lining and three adjustable hook fasteners, the TailWrap™ will stay in place where it's needed and will fit most horses. 30-Day money-back guarantee/six-month warranty or as required by law.

Colors: Black, Chocolate, Crimson Red, Hunter Green, Navy, Purple and Royal Blue.

TW100 Universal Size

D. SMX® Neoprene Breast Collar

Comfortable for the horse and convenient for you, our SMX® Neoprene Breast Collar offers a functional and secure way to hold your saddle in place. The unique four-way stretch, nylon-lined neoprene helps displace the pressure commonly created with breast collars and won't gall. It also provides your horse with more freedom of movement. Plus, because it is made with limestone-based neoprene, it will not dry, crack or split. The D-rings are stainless steel, the snap is brass, and the neoprene is detachable, making care and maintenance easy and convenient. 30-Day money-back guarantee/one-year warranty or as required by law. Available in Black and Chocolate.

BC500 Universal Size



A



Navy/Black



Tan/Navy

EQUISENTIAL™
by
Professional's Choice



B

Tie-Dye

Giraffe

New for
2010

B. Equisential™ 600D Winter Turnout Blanket

Ideal for milder winter climates, this waterproof and breathable blanket has a 600 denier rip-stop outer shell, 250g Hollofil® insulation, and a soft fleece lining. Shoulder gussets allow full freedom of motion while the reinforced, taped seams and protective tail flap keep wind and cold out, keeping your horse warm and dry. Also features a fully adjustable double-buckle front closure, removable elastic leg straps and fleece at withers to prevent mane rub out. 30-Day money-back guarantee/six-month warranty or as required by law.

**EQWB-70, EQWB-72,
EQWB-74, EQWB-76,
EQWB-78, EQWB-80, EQWB-82**



C

C. Wrangler® Heavy-Duty Fly Sheet

Made of durable poly-mesh, this sheet is lighter in weight and more supple than PVC mesh, yet strong enough for turnout as well as stable use. The finely interwoven mesh is comfortable against the horse's skin and provides superior protection against flies and other biting insects. The contoured design gives an excellent fit while the shoulder gussets allow freedom of movement. Other features include a double-buckle open front, crossed belly straps, detachable rear leg straps, and fleece at the withers. Machine Washable. 30-Day money-back guarantee. Available in Light Tan only.

Available in 2" increments from 68" to 84"

**WRFSD-68, WRFSD-70, WRFSD-72, WRFSD-74,
WRFSD-76, WRFSD-78, WRFSD-80, WRFSD-82,
WRFSD-84**



Professional's Choice is
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Wrangler Apparel Corp.

Seasonal Items. Please inquire about our winter/summer booking program.

D. Wrangler® Fly Boots

Wrangler® Fly Boots are the perfect solution for protecting your horse's lower legs and will reduce stomping caused by biting flies and other aggravating insects. Made from durable, UV protective 1000 denier mesh, they are easy to maintain and have a soft nylon trim that won't collect debris. Reinforced with nylon webbing down the back, they won't sag and come with four fully adjustable hook and loop closures. Because they are contoured for your horse's legs, you won't need to over tighten them to get a perfect fit. Available in Tan with Brown trim only. Sold in pairs. Seasonal Item.

WRFB100 Universal Size



Professional's Choice is an Authorized Licensee of Wrangler Apparel Corp.



E. Wrangler® Fly Mask

Made with smooth, breathable mesh around the ears and poll area, the Wrangler® Fly Mask protects against flies and other biting insects. Darts keep the mask off the eyes with no obstruction of vision. Elastic hook and loop closure eliminates sizing guesswork, providing a wider range of fit. Finished with soft fleece edging to prevent rubbing, making it very comfortable. 30-Day money-back guarantee. Available in Tan only. Seasonal Item.

With Ears The roomy ears are made of soft, flexible mesh.

WRFME2-S Small (Yearling, Pony, Cob)

WRFME2-M Medium (Average Horse)

WRFME2-L Large (Warmblood to Draft)

Without Ears

WRFM2-S Small (Yearling, Pony, Cob)

WRFM2-M Medium (Average Horse)

WRFM2-L Large (Warmblood to Draft)



F. Wrangler® Deluxe Fly Mask

Featuring a unique, extra-soft adjustable poll strap, the Wrangler® Deluxe Fly Mask protects against flies and other biting insects. Darts keep the mask off the eyes with no obstruction of vision. With two elastic hook and loop closures, this breathable mask is a great fit on any horse, and secures easily for a comfortable fit every time. Finished with a thick, plush and comfortable fleece lining that helps prevent rubbing. The added features of this Deluxe Fly Mask make it versatile and extremely comfortable for the horse. 30-Day money-back guarantee. Seasonal item.

With Ears The roomy ears are made of soft, flexible mesh.

WRFME3-S Small (Yearling, Pony, Cob)

WRFME3-M Medium (Average Horse)

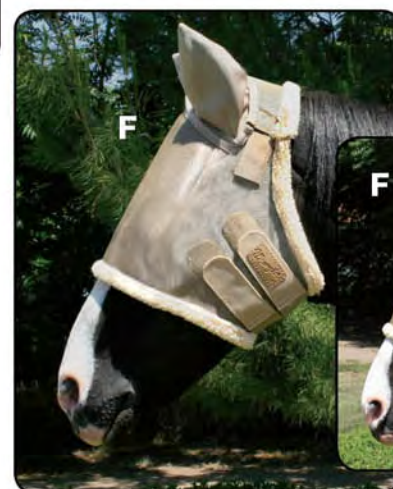
WRFME3-L Large (Warmblood to Draft)

Without Ears

WRFM3-S Small (Yearling, Pony, Cob)

WRFM3-M Medium (Average Horse)

WRFM3-L Large (Warmblood)



G. Equisential™ Fly Mask

Made with smooth, breathable mesh around the ears and poll, the Equisential™ Fly Mask protects against flies and other biting insects. Strategically placed darts keep the mask off the eyes with no obstruction of vision. Hook and loop closure keeps the mask securely in place. 30-day money-back guarantee/six-month warranty or as required by law. Seasonal item.

With Ears

EQFME-100 - SML/COB

EQFME-200 - HORSE

Without Ears

EQFM-100 - SML/COB

EQFM-200 - HORSE



EQUISENTIAL™
by
Professional's Choice

A



C



B



Steffen Peters

Steffen Peters

A. Steffen Peters SMx® Shearling Lined Dressage Pad

Garment quality shearling is strategically placed under the saddle pressure points, providing superior comfort for the horse's back while wicking away moisture. The shearling panels are padded with UltraShock™, Professional's Choice signature shock-absorbent material, that is perforated to allow maximum breathability. The cut has a generous rise for the withers, an open spine and is slightly oversized for shrinkage. The plush quilting has a unique, bold pattern with a crisp appearance. Soft 100% cotton top and bottom. Machine wash, hang dry. Imported in White. *30-Day money-back guarantee/six-month warranty or as required by law.*

SSP201 Universal Size



B. Steffen Peters SMx® Luxury Shearling Dressage Pad

Garment quality shearling is placed under the saddle pressure points and over the withers with a micro-cellular pommel piece for comfort and slip-page prevention. The under panels are padded with UltraShock™, Professional's Choice signature shock-absorbent material, that is perforated to allow maximum breathability. The cut has a generous rise for the withers, an open spine and is slightly oversized for shrinkage. 100% cotton top and bottom. Machine wash, hang dry. Imported in White and Black. *30-Day money-back guarantee/six-month warranty or as required by law.*

SSP202 Universal Size



C. Steffen Peters Dressage Show Pad

The luxurious box quilting has a distinctive, bold pattern with a crisp, clean appearance. A generous rise for the withers and slightly oversized for shrinkage. Soft 100% cotton top and bottom. Machine wash, hang dry. Imported in White and Black. *30-Day money-back guarantee/six-month warranty or as required by law.*

SSP203 Universal Size

D



D. Professional's Choice SMx® Dressage Show Pad

This hi-tech, yet traditional, combination of features has a distinctive, bold pattern for a clean, winning presentation. Carefully positioned saddle panels are padded with energy-absorbing UltraShock™ material. A generous rise for the withers and slightly oversized for shrinkage. Soft 100% cotton top and bottom. Machine wash, hang dry. Imported in White. *30-Day money-back guarantee/six-month warranty or as required by law.*

EP203 Universal Size

E. Hunter Jumper Pad

The unique combination of soft, quilted cotton top and perforated UltraShock™ core makes this an exceptional pad for any English discipline. UltraShock™ is lightweight, breathable and compression resistant, allowing pressure from both saddle and rider to be distributed evenly across the horse's back. Slight rear lift provides added comfort and support. Precise anatomical contouring allows close contact and generous rise for withers, while aggressive hook and loop billet keepers secure the pad in place. 100% cotton top and soft, combed cotton bottom. Machine wash, hang dry. *30-day money-back guarantee/six-month warranty or as required by law. Available in Black and White.*

EP801 Universal Size

F. Orthopedic All-Purpose Saddle Pad

The combination of the soft, quilted cotton top and SMx Air Ride™ core ensures excellent air circulation, keeping your horse at a cool, comfortable body temperature. The patented core is lightweight, breathable and compression-resistant, allowing pressure of both saddle and rider to be distributed evenly across the horse's back, providing exceptional protection to the withers, shoulders and loin areas. Precise anatomical contouring allows close contact while aggressive hook and loop billet keepers help keep the pad in place. *30-Day money-back guarantee/six-month warranty or as required by law. Limited quantities. Available in Black and White.*

EP302 25" x 38"

G. Non-Slip Pad

Suitable for any equestrian discipline, this pad puts an end to saddle slippage. Designed to be placed under a saddle pad, directly over the horse's withers and back, it remains concealed while keeping the saddle in place. Having a secure saddle boosts confidence for both horse and rider which enhances performance. Made of durable, lightweight foam perforated to allow ventilation, this pad has a contoured shape for a perfect fit. *Available in Black only. 30-Day money-back guarantee.*

EP702 11" x 16"

E

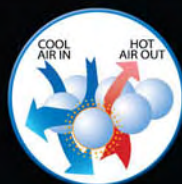
New for
2010

F



G





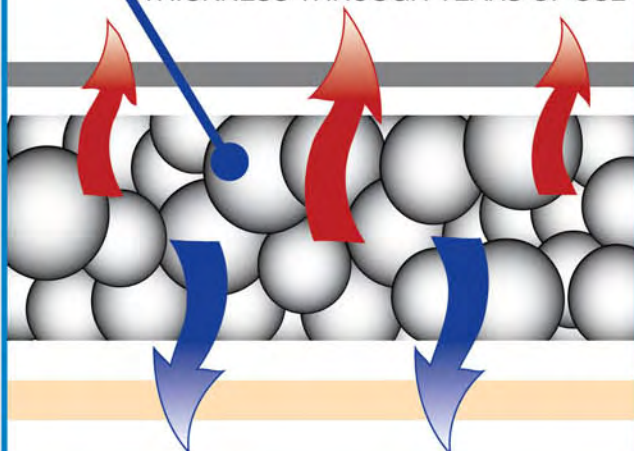
SMx Air Ride™

TECHNOLOGY

IT'S BREATHABLE!

- Distributes pressure throughout the pad
- Allows air to circulate, accelerating heat dispersion which cools the horse's back

SMx AIR RIDE™ IS COMPRESSION RESISTANT & MAINTAINS ORIGINAL THICKNESS THROUGH YEARS OF USE



Breathable

Allows air to circulate in all directions so the horse feels less heat and cools off faster.

Shock-Absorbent

Impact is absorbed and deflected throughout the core and away from the horse's body.

Pressure-Distributing

Energy is dispersed throughout the core, evenly distributing weight from saddle and rider.

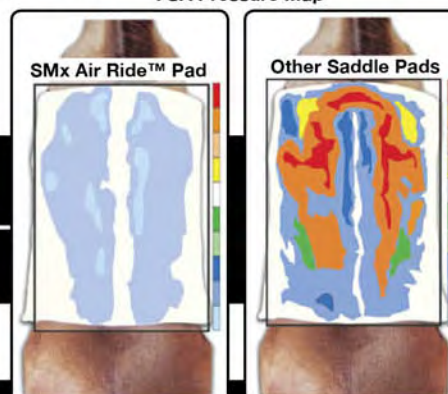
Compression-Resistant

Withstands repeated stress while maintaining its strength and structure.

Lightweight & Flexible

Supple, lightweight and conforms to the horse's back.

FSA Pressure Map*



ALL SMx Air Ride™ Saddle Pads:

60-Day Money-Back Guarantee/One-Year Warranty or as required by law.

Saddle Pads *by Professional's Choice*

The most comfortable saddle pads in the world!

*SMx Air Ride™ Saddle Pads demonstrate excellent pressure/weight distribution, other pads show negative pressure/weight distribution.

Which SMx Air Ride™ Saddle Pad is right for you?

Heavy-Duty

SMx H.D. (Heavy-Duty) Air Ride™ Saddle Pads have a 3/4 inch breathable core. These thicker pads are appropriate for any western discipline. Heavy-Duty Air Ride™ absorbs shock that could affect the performance of the horse.

OrthoSport™

SMx Air Ride™ OrthoSport™ Saddle Pads are specifically designed for strong-shouldered and prominent-withered horses and have a 1/2 inch breathable core, plus a second layer of padding in the dished out areas behind the shoulders and along the spine. This extra padding helps to achieve a better saddle fit and assists in the even distribution of pressure across the entire back, especially relieving pressure from the highly susceptible withers and kidney areas.



Sage Green/Tan

A



Black/Tan

Chocolate/Cream



Crimson Red/Cream



Tan/Brown



Multi



A. SMx H.D. Air Ride™ Western Show Pad: Aztec Pattern

Hand woven 100% wool Navajo blanket top. Heavy-duty SMx Air Ride™ core protects the horse's back from pressure. 100% merino wool lining helps wick away moisture and conforms to the horse's back for maximum comfort. 60-Day money-back guarantee/one-year warranty or as required by law.

Colors: Black/Tan, Chocolate/Cream, Crimson Red/Cream, Multi, Sage Green/Tan and Tan/Brown.

AXHDA-34 34" x 36"



Black/Tan

(available in 34" x 36" only)



Sage Green/Cream



Chocolate/Cream



Navy/Tan



Chocolate/Turquoise



Mint Green/Chocolate



Multi



Black/Crimson Red
(available in 34" x 36" only)

B

B. SMx H.D. Air Ride™ Western Show Pad: Tomahawk Pattern

Tomahawk Pattern

Hand woven 100% wool Navajo blanket top. Heavy-duty SMx Air Ride™ core protects the horse's back from pressure. 100% merino wool lining helps wick away moisture and conforms to the horse's back for maximum comfort. 60-Day money-back guarantee/one-year warranty or as required by law.

Colors: Black/Crimson Red, Black/Tan, Chocolate/Cream, Chocolate/Turquoise, Mint/Chocolate, Sage Green/Cream, Navy/Tan and Multi.

AXHDT-30 30" x 32"

AXHDT-34 34" x 36"





C



C. SMx H.D. Air Ride™

Western Show Pad: Shilloh Pattern

100% wool Navajo blanket top. Heavy-duty core padding protects the horse's back from pressure caused by extended riding. 100% merino wool lining helps wick away moisture and conforms to the horse's back to provide maximum comfort. 60-Day money-back guarantee/one-year warranty or as required by law.

Colors: Black/Hunter Green, Black/Orange, Black/Turquoise, Chocolate/Mauve, Multi and Navy/Mauve.

AXHDS-30 30" x 32"

AXHDS-34 34" x 36"



D

D. SMx H.D. Air Ride™ Western Show Pad:

Reflection Pattern

Hand woven 100% wool Navajo blanket top. Heavy-duty SMx Air Ride™ core protects the horse's back from pressure. 100% merino wool lining helps wick away moisture and conforms to the horse's back for maximum comfort. 60-Day money-back guarantee/one-year warranty or as required by law.

Colors: Black/Crimson Red, Black/Purple, Chocolate/Mint Green, Cream/Chocolate, Multi and Sage Green/Cream.

AXHDR-30 30" x 32"

AXHDR-34 34" x 36"



WESTERN SADDLE PADS



Blue/Black



Black/Cream



Chocolate/Black



Multi

E

E. SMx H.D. Air Ride™ Saddle Pad: **Matrix Pattern**

100% wool Navajo blanket top. Heavy-duty core padding protects the horse's back from pressure caused by extended riding. 100% Merino Wool. 60-Day money-back guarantee/one-year warranty or as required by law.

Colors: Blue/Black, Black/Cream, Chocolate/Black and Multi.

AXHDX-34 34" x 36"

New for
2010



Black/Tan



Crimson/Black



Navy/Chocolate



Chocolate/Mauve

F

F. SMx H.D. Air Ride™ Saddle Pad: **Mesa Pattern**

100% wool Navajo blanket top. Heavy-duty core padding protects the horse's back from pressure caused by extended and more dynamic riding. 100% merino wool lining helps wick away moisture and conforms to the horse's back to provide maximum comfort. This pad is ideal for shorter backed horses and provides a perfect fit for smaller-seated saddles. Excellent for the Junior, Lady, and Roper who is looking for this smaller-sized pad. Appropriate for the show ring and great for high impact sports. 60-Day money-back guarantee/one-year warranty or as required by law.

Colors: Black/Tan, Chocolate/Mauve, Crimson/Black and Navy/Chocolate.

AXHDM-32 32" x 34"

New
colors for
2010



Tan/Black



Black/Crimson Red



Navy/Cream



Purple/Black



Sage Green/Mauve

G

G. Wrangler® Twenty X™ SMx H.D. Air Ride™ Western Show Pad: **Heritage Pattern**

Hand woven 100% wool Navajo blanket top. Heavy-duty SMx Air Ride™ core protects the horse's back from pressure. 100% merino wool lining helps wick away moisture and conforms to the horse's back for maximum comfort. 60-Day money-back guarantee/one-year warranty or as required by law.

Colors: Black/Crimson Red, Navy/Cream, Purple/Black, Sage Green/Mauve and Tan/Black.

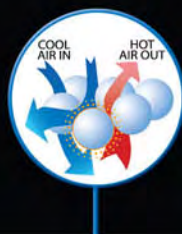
WRHDX-30 30" x 32"

WRHDX-34 34" x 36"

New for
2010



Professional's Choice is an
Authorized Licensee of
Wrangler Apparel Corp.



SMx Air Ride™

OrthoSport™ Saddle Pads **TECHNOLOGY**

ALL SMx Air Ride™ Saddle Pads:

60-Day Money-Back Guarantee/
One-Year Warranty or as required by law.

A. SMx Air Ride™ OrthoSport™

Western Show Pad: **Reflection Pattern**

The SMx Air Ride™ OrthoSport™ Pad provides the essential fit that both aged and more prominent-withered horses need to achieve an optimum level of comfort. In addition to the many benefits that the patented SMx Air Ride™ padding provides, the OrthoSport™ has a second layer of shock absorbing material strategically located in the dished out area behind the shoulders and along the spine, creating an even saddle fit from front to back. This improved fit assists in relieving pressure from the spine and kidney area while allowing additional airflow along the horse's back. 100% merino wool lining helps wick away moisture and conforms to the horse's back to provide maximum comfort. 60-Day money-back guarantee/one-year warranty or as required by law.

Colors: Black/Crimson Red, Black/Purple, Chocolate/Mint Green, Cream/Chocolate, Multi and Sage Green/Cream.

AXRS-30 30" x 32"

AXRS-34 34" x 32"

B. Charmayne James SMx Air Ride™ OrthoSport™ Saddle Pad: **Illusion Pattern**

This pad combines the benefits of our breathable and shock-absorbent SMx Air Ride™ material with OrthoSport™ features to create an unrivaled barrel pad. Additional layers of SMx Air Ride™ material are strategically placed in the dished out areas behind the shoulders of horses with high withers and strong shoulders to create a greatly improved saddle fit from front to back. Additional 1/4 inch layers of SMx Air Ride™ material are also added down each side of the spine to relieve pressure from the spine and kidney areas while allowing additional airflow along the horse's back. 60-Day money-back guarantee/one-year warranty or as required by law.

Colors: Black/Tan, Brown/Pink, Purple/Turquoise, Sage Green/Mauve, Tan/Turquoise and Turquoise/Lime.

AXIS-29 Unique Special Size 29" x 31"

C. SMx Air Ride™ OrthoSport™ Saddle Pad

This premium, contoured pad provides the essential fit that prominent-withered, strong-shouldered horses need to achieve an optimum level of comfort. With a second layer of shock absorbing material strategically located in the dished out area behind the shoulders, this pad creates a greatly improved saddle fit from front to back. Additional layers of this same breathable, shock-absorbent material are channeled down each side of the spine to relieve pressure from the spine and kidney area while allowing additional airflow along the horse's back. If you are serious about the comfort of your horse, this top-of-the-line orthopedic pad is the one you want. 60-Day money-back guarantee/one-year warranty or as required by law.

Colors: Black and Chocolate.

ARSP-30 30" x 33"

ARSP-33 33" x 35"



A Black/Crimson Red

See all available colors in pads on page 22.



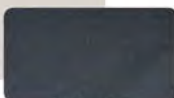
Black/Tan

B

See all available colors in pads on page 26.



Chocolate



Black



Black



Tan



Tan



Tie-Dye

Mamba Pink

Mamba Blue

Giraffe



G



Black

Chocolate

Crimson Red

Purple

Giraffe

Mamba Blue

Mamba Pink

Tie-Dye

D. Twenty X™ Roper Elite Pad

An ideal working pad for everyday use, the Roper Elite is contoured to fit the horse's back and made of heavy-duty materials for lasting wear. The layered construction consists of felt over shock-absorbing foam rubber with a layer of SMx Air Ride™ material on top, under the saddle bars. The foam bottom is closed-cell so it doesn't absorb sweat. This pad has leather reinforcements along the spine, and cutouts at the withers and under the saddle fenders to enhance fit. Also works well over a show Navajo blanket. *60-Day money-back guarantee/one-year warranty or as required by law.*

Colors: Black and Tan. **WRAR200** 31" x 32"

E. Twenty X™ Barrel Elite Pad

Designed specifically with the barrel racer in mind, this pad is layered felt over shock-absorbing closed-cell foam rubber that won't absorb sweat. A layer of SMx Air Ride™ material is on top, under the saddle bars, and cutouts at the withers and latigos, as well as leather reinforcements along the spine. This pad is contoured to fit the horse perfectly so it stays snug and doesn't slip. *60-Day money-back guarantee/one-year warranty or as required by law.*

Colors: Black and Tan. **WRAR400** 29" x 30"

F. Twenty X™ Roper II Pad

This pad is constructed with a dense 3/4 inch thick felt bottom with a layer of SMx Air Ride™ material on top, right under the saddle bars. Its contoured shape, along with cutouts at the withers and latigos, ensures a perfect fit and it requires little to no break-in time. Perfect for roping or use as an everyday working pad, it is built to last and can be used alone or over a show Navajo blanket. Has leather reinforcements along the spine. *60-Day money-back guarantee/one-year warranty or as required by law.*

Colors: Black and Tan.

WRAR300 31" x 32"



Professional's Choice is an Authorized Licensee of Wrangler Apparel Corp.

G. SMx Air Ride™ All-Around Saddle Pad

The SMx Air Ride™ is lightweight, breathable and highly shock-absorbent. This pad is designed for riders who want a little more padding between their horse and saddle. The heavy-duty 3/4 inch core allows even air circulation in every direction, resulting in accelerated heat dispersion and moisture evaporation. The horse feels less heat and cools off faster, increasing overall performance. Pads feature a fleece lining that is easy to clean and dries quickly. *60-Day money-back guarantee/one-year warranty or as required by law.*

Pattern Colors: Giraffe, Mamba Blue, Mamba Pink and Tie-Dye.

Solid Colors: Black, Chocolate, Crimson Red and Purple.

ARAA 30" x 32"



Charmayne James

Also available in OrthoSport **A**

Charmayne James SMx Air Ride™ Barrel Saddle Pad: **Illusion Pattern**

The SMx Air Ride™ Barrel Saddle Pad conforms to both the horse and saddle, and produces a "lock-down" effect for a more secure and comfortable ride. The close contact of the SMx Air Ride™ helps you on tight turns around the barrel. Extremely lightweight and built with our patented breathable and shock-absorbent SMx Air Ride™ core. Works well with either round or square-skirted saddles. *60-Day money-back guarantee/one-year warranty or as required by law.*

Colors: Black/Tan, Brown/Pink, Purple/Turquoise, Sage Green/Mauve, Tan/Turquoise and Turquoise/Lime.

AXI-29 Unique Special Size 29" x 31"

B. Charmayne James SMx Air Ride™ OrthoSport™ Saddle Pad: **Illusion Pattern**

This pad combines the benefits of our breathable and shock-absorbent SMx Air Ride™ material with OrthoSport™ features to create an unrivaled barrel pad. Additional layers of SMx Air Ride™ material are strategically placed in the dished out areas behind the shoulders of horses with high withers and strong shoulders to create a greatly improved saddle fit from front to back. Additional 1/4 inch layers of SMx Air Ride™ material are also added down each side of the spine to relieve pressure from the spine and kidney areas while allowing additional airflow along the horse's back. *60-Day money-back guarantee/one-year warranty or as required by law.*

Colors: Black/Tan, Brown/Pink, Purple/Turquoise, Sage Green/Mauve, Tan/Turquoise and Turquoise/Lime.

AXIS-29 Unique Special Size 29" x 31"

C. Charmayne James SMx Air Ride™ Barrel Saddle Pad

The SMx Air Ride™ Barrel Saddle Pad conforms to both the horse and saddle, and produces a "lock-down" effect for a more secure and comfortable ride. The close contact of the SMx Air Ride™ helps you on tight turns around the barrel. It is contoured to fit, extremely lightweight and built with our patented breathable and shock-absorbent SMx Air Ride™ core. Available for square-skirted saddles. *60-Day money-back guarantee/one-year warranty or as required by law.*

Pattern Colors: Giraffe, Mamba Pink, Mamba Blue and Tie-Dye.

Solid Colors: Black, Chocolate, Crimson Red and Purple.

ARSB 28" x 30" Square

D. Charmayne James SMx Air Ride™ OrthoSport™ Barrel Saddle Pad

This pad combines the benefits of our breathable and shock-absorbent SMx Air Ride™ material with OrthoSport™ features to create an unrivaled barrel pad. Additional layers of SMx Air Ride™ material are strategically placed in the dished out areas behind the shoulders of horses with high withers and strong shoulders to create a greatly improved saddle fit from front to back. Additional 1/4 inch layers of SMx Air Ride™ material are also added down each side of the spine to relieve pressure from the spine and kidney areas while allowing additional airflow along the horse's back. *60-Day money-back guarantee/one-year warranty or as required by law.*

Pattern Colors: Giraffe, Mamba Pink, Mamba Blue and Tie-Dye.

Solid Colors: Black, Chocolate, Crimson Red and Purple.

ARSBS 28" x 30" Square



Purple/Turquoise



Black/Tan



Sage Green/Mauve



Turquoise/Lime



Brown/Pink



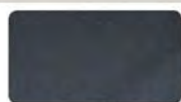
Tan/Turquoise



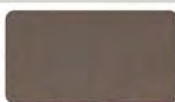
Tie-Dye



Black



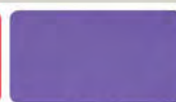
Black



Chocolate



Crimson Red



Purple



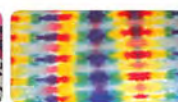
Giraffe



Mamba Blue



Mamba Pink



Tie-Dye



E

E. Saddle Pad Liner

Our felt liner is the answer to keeping saddle pads clean and protected. Made from 1/4 inch needle punch felt, the 80% wool 20% poly blend is designed to be long lasting. Professional's Choice Saddle Pad Liner is the perfect complement to your SMx Air Ride™ saddle pad. Fits under most western saddle pads. Available in Black only.

PC-PAD-LINER 30" x 30"

F



Professional's Choice continues its partnership with the western industry's Tough Enough to Wear Pink initiative and has pledged to donate a portion of sales of this product to breast cancer research.

F. SMx H.D. (Heavy-Duty) Air Ride™

Western Show Pad in Pink

Our patented, compression resistant SMx Air Ride™ saddle pad core has been scientifically proven to allow a free flow of air, resulting in accelerated heat dispersion and moisture evaporation, while evenly distributing pressure across the horse's back. Your horse will feel less heat and cool off faster, increasing overall comfort and performance. Features include a densely woven 100% Navajo blanket top, an orthopedic felt lining and embroidered "Tough Enough to Wear Pink" patches on both sides. AX2 features a merino wool lining. A portion of the proceeds from each pad sold will go directly to breast cancer research. 60-Day money-back guarantee/one-year warranty or as required by law.

AX2-30 30" x 32"

AX2-34 34" x 36"

G. Navajo Blanket Top

Our 100% Wool Navajo Blankets are designed to be comfortable for the horse, durable and eye appealing. The tightly woven blanket conforms beautifully to the horse's back, preventing saddle slippage, and the all-natural fibers allow air to pass between the saddle and the horse for increased circulation. Beautifully handcrafted, this saddle blanket can also be used over the top of your favorite saddle pad. Heavy-duty wear leathers provide protection against damage caused by saddle hardware. 60-Day money-back guarantee.

Colors: Black/Red, Black/Tan, Hunter Green/Tan and Navy/Tan.

NB2 34" x 36"

G

Black/Red

Black/Tan

Hunter Green/Tan

Navy/Tan

H. Equisential™ Work Pad

A great all around pad for everyday use. The Equisential™ Work Pad is made from durable 600 denier fabric top and suede wear patches to increase durability. Layered wool felt center provides outstanding shock absorption. The soft fleece bottom is comfortable for the horse and helps wick away moisture. Felt core is cut out at the leg area to allow for closer contact and a better feel.

Colors: Black, Red and Tan.

EQWP 31" x 30"

H

EQUISENTIAL™
by
Professional's Choice



Tan

Red

Black

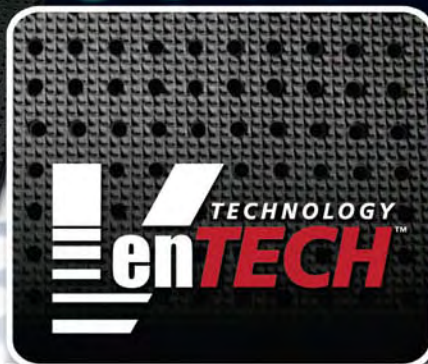


NEW SMx VenTECH™ TECHNOLOGY PROVIDES MORE SUPPORT, BETTER FIT & ENHANCED PERFORMANCE...

Keep your horse cool, comfortable and performing at its best.

Finally Ventilated Neoprene that Breathes!
by Professional's Choice

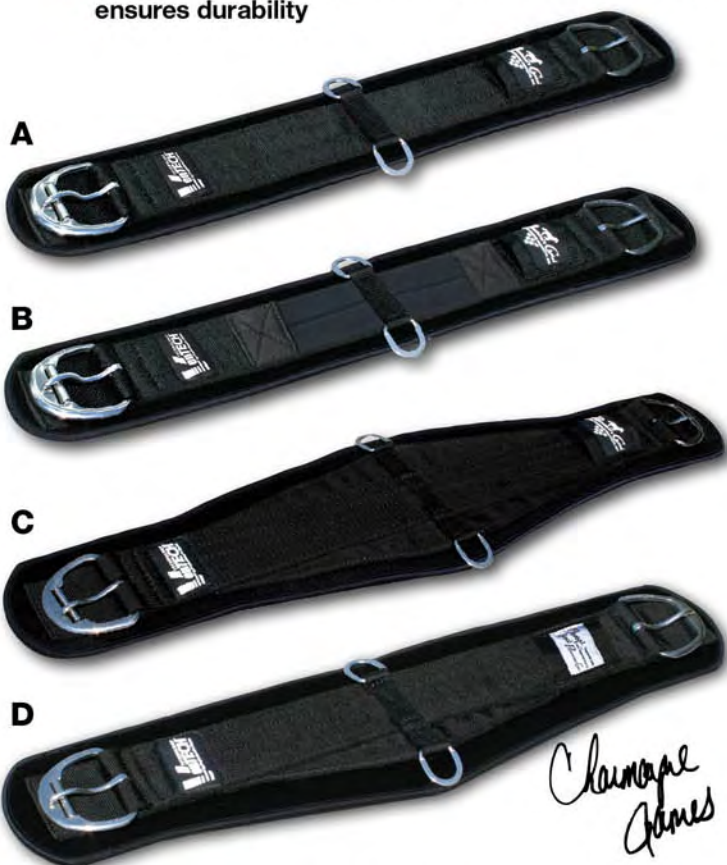
New for
2010



SMx VenTECH™ by Professional's Choice

The SMx VenTECH™ is the new standard for equine comfort and technology with all the premium features you expect from a Professional's Choice product. The exclusive new VenTECH™ technology features a ventilated limestone-based, non-slip neoprene liner that conforms to your horse. It allows heat and moisture to escape, keeping your horse cool and performing at its best. Detachable neoprene liner peels away from webbing for easy washing. The VenTECH™ Cinches and Girths come with the Professional's Choice unprecedented six-month warranty or as required by law.

- » Heavy-duty, reinforced stainless steel roller buckle & center D-rings are secure, long lasting & won't rust
- » Heavy-duty webbing with reinforced nylon stitching ensures durability
- » NEW ventilated waffle-patterned, non-slip neoprene holds saddles in place without over-tightening
- » Limestone-based neoprene won't harbor bacteria and peels away for easy cleaning



A. SMx VenTECH™ Western Cinch

Superior quality and comfort. The SMx VenTECH™ Western Cinch is suitable for any western discipline.

Available in Black or Chocolate.

Available in two-inch increments from 26" to 36"

CV26, CV28, CV30, CV32, CV34, CV36

B. SMx VenTECH™ Comfort-Stretch Cinch

The SMx VenTECH™ Comfort-Stretch Cinch features 100% elastic and neoprene allowing the center of the cinch to stretch with the horse as it works. Pressure is evenly distributed over the entire surface area of the cinch.

Available in Black or Chocolate.

Available in two-inch increments from 28" to 36"

CSV28, CSV30, CSV32, CSV34, CSV36

C. SMx VenTECH™ Roper Cinch

The SMx VenTECH Roper Cinches' wider center design equalizes pressure over a larger area for your horse's comfort.

Available in Black or Chocolate.

Available in two-inch increments from 28" to 36"

RV28, RV30, RV32, RV34, RV36

D. SMx VenTECH™ Barrel Cinch

The SMx VenTECH™ Barrel Cinch was designed to make your horse more comfortable during tight turns. Shaped like a triangle, it is wider near the front legs and offers more abdominal support.

Available in Black or Chocolate.

Available in two-inch increments from 28" to 36"

BV28, BV30, BV32, BV34, BV36

ALL SMx® Cinches:

30-Day Money-Back Guarantee/Six-Month Warranty or as required by law.

Black

Chocolate

E



F



G



H



I



J



E. SMx® Western Cinch

The SMx® Western Cinch sets the standard for the comfort of your horse. The waffle-patterned texture on the bottom is non-slip, so your saddle stays securely in place. The neoprene creates natural lubrication (sweat), eliminating galling and girth sores and won't harbor bacteria. Heavy-duty, reinforced, stainless steel center D-rings are long lasting, durable and won't rust. Stainless steel roller buckle makes cinching easier. Easy to clean: peel neoprene from webbing and wash separately. Available in Black and Chocolate.

Available in 2" increments from 26" to 38"

CINCH26, CINCH28, CINCH30, CINCH32, CINCH34, CINCH36, CINCH38

F. SMx® Comfort-Stretch Western Cinch

This high-tech cinch is designed with the unique advantage of having 100% elastic combined with neoprene so the center of the cinch stretches with the horse as it works and is not restricting in any way. Pressure is evenly distributed over the entire surface area of the cinch. Unique limestone-based neoprene eliminates saddle slippage and won't harbor bacteria. A non-moisture absorbing cinch with excellent stabilizing properties. Easy to clean, sweat-resistant exterior means a clean cinch every time. A stainless steel roller buckle makes for an easy and accurate fit. Available in Black and Chocolate.

Available in 2" increments from 26" to 36"

CSC26, CSC28, CSC30, CSC32, CSC34, CSC36

G. SMx® Roper Cinch

The all-way stretch, waffle-patterned neoprene is non-slip and acts like a second skin, gripping and moving with the horse during performance. Wider center design equalizes pressure over a larger area for your horse's comfort. No galling or girth sores to worry about—the SMx® Roper Cinch creates natural lubrication (sweat) and won't harbor bacteria. Heavy-duty, reinforced, stainless steel center D-rings are long lasting, durable and won't rust. Stainless steel roller buckle makes cinching easier. Easy to clean: peel neoprene from webbing and wash separately. Available in Black and Chocolate.

Available in 2" increments from 28" to 36"

ROPER28, ROPER30, ROPER32, ROPER34, ROPER36

H. Charmayne James Collection SMx® Barrel Cinch

The Charmayne James Signature Series SMx® Barrel Cinch was designed to make your horse more comfortable during tight turns. Shaped like a triangle, it is wider near the front legs and offers more abdominal support. Because it is wider, more neoprene is in contact with the horse, which eliminates saddle slippage or rolling. And, the straight back edge allows for close leg contact, giving you the competitive edge. Heavy-duty, reinforced, stainless steel center D-rings are long lasting, durable and won't rust. Stainless steel roller buckle makes cinching easier. Available in Black and Chocolate.

Available in 2" increments from 28" to 36"

BC28, BC30, BC32, BC34, BC36

I. SMx Comfort-Fit® Western Cinch - Merino Wool

Heavy-duty webbing with non-chafing, moisture-wicking 100% merino wool lining next to the horse's skin provides remarkable comfort. The hardware is rust-resistant stainless steel including reinforced center D-rings and a convenient roller buckle. Merino wool lining is removable and washable for easy cleaning or replacement. Available in Black and Chocolate.

Available in 2" increments from 28" to 36"

WCM28, WCM30, WCM32, WCM34, WCM36

J. SMx Comfort-Fit® Western Cinch - Shearling

Designed with the horse's comfort in mind, the all-natural shearling lining of this western cinch is soft, breathable and non-chafing. Premium, heavy-duty webbing is double stitched for added strength. The hardware is rust-resistant stainless steel including reinforced center D-rings and a convenient roller buckle. Shearling lining is removable and washable for easy cleaning or replacement. Available in Black and Chocolate.

Available in 2" increments from 28" to 36"

WCS28, WCS30, WCS32, WCS34, WCS36



K



L



M



N



O



P

**K. Wrangler® Felt Cinch**

100% felt lining conforms to your horse for optimum comfort. Heavy-duty stainless steel center D-rings. Available in Black with Charcoal Felt. Available in 2" increments from 28" to 36"
WRFC28, WRFC30, WRFC32, WRFC34, WRFC36

L. Wrangler® Felt Roper Cinch

100% felt lining conforms to your horse for optimum comfort. Wider center design equalizes pressure over a larger area. Heavy-duty center D-rings. Available in Black with Charcoal Felt. Available in 2" increments from 28" to 36"
WRFR28, WRFR30, WRFR32, WRFR34, WRFR36

M. Twenty X™ Western Mohair Cinch

Made of 100% mohair, the Twenty X™ Cinch is hand woven. All-natural fibers are soft, strong and have elasticity, allowing your horse to breath easily. Rugged stainless steel center D-rings are reinforced to ensure a longer life and won't rust. Stainless steel roller buckle makes cinching easy. Available in Natural only.
 Available in 2" increments from 28" to 36"
WRWC28, WRWC30, WRWC32, WRWC34, WRWC36

N. Wrangler® Blended Mohair Roper Cinch

A blend of rayon and mohair, this 27-strand cinch exhibits the same qualities at a lower price point than 100% mohair. All hardware is stainless steel. Available in Natural only.
 Available in 2" increments from 28" to 36"
WRRCMB28, WRRCMB30, WRRCMB32, WRRCMB34, WRRCMB36

O. Twenty X™ Mohair Roper Cinch

Made of 100% mohair the Twenty X™ Cinch is hand-woven. All-natural fibers are soft, strong and have elasticity allowing your horse to breath easily. Rugged stainless steel center D-rings are reinforced to ensure a longer life, and won't rust. Stainless steel roller buckle makes cinching easy. Available in Natural only.
 Available in 2" increments from 28" to 36"
WRRC28, WRRC30, WRRC32, WRRC34, WRRC36

P. Wrangler® Blended Mohair Western Cinch

A blend of rayon and mohair, this 27 strand cinch exhibits the same qualities at a lower price point than 100% mohair. All hardware is stainless steel. Available in Natural only.
 Available in 2" increments from 28" to 36"
WRWCMB28, WRWCMB30, WRWCMB32, WRWCMB34, WRWCMB36

ALL SMx® Cinches:

30-Day Money-Back Guarantee/Six-Month Warranty or as required by law.



Professional's Choice is an Authorized Licensee of Wrangler Apparel Corp.



Professional's Choice is an Authorized Licensee of Wrangler Apparel Corp.

ALL SMx® Girths:

30-Day Money-Back Guarantee/Six-Month Warranty
or as required by law.

Black

Chocolate

*Ventilated Neoprene
That Breathes!*



New for
2010

VenTECH™ Girths

The SMx VenTECH™ Girths are the new standard for equine comfort and technology with all the premium features you expect from a Professional's Choice product. The trade marked VenTECH™ technology features a ventilated limestone-based, non-slip neoprene liner that conforms to your horse, allows heat and moisture to escape and keeps your horse cool, comfortable and performing at its best. Detachable neoprene liner peels away from webbing for easy washing.

A. VenTECH™ English Girth

Available in Black or Chocolate.

Available in 2" increments from 38" to 56"

EGV38, EGV40, EGV42, EGV44, EGV46,
EGV48, EGV50, EGV52, EGV54, EGV56

B. VenTECH™ Dressage Girth

Available in Black only.

Available in 2" increments from 20" to 32"

DGV20, DGV22, DGV24, DGV26, DGV28,
DGV30, DGV32

C. SMx® English Girth

Ideal for the rigors of training and competition, the non-slip SMx® English Girth is especially comfortable for your horse because the combination of elastic and buckles on each end provides uniform pressure and even pull. *Available in Black or Chocolate.*

Available in 2" increments from 38" to 56"

EG38, EG40, EG42, EG44, EG46,
EG48, EG50, EG52, EG54, EG56

D. SMx® Dressage Girth

Perfect in form and function, the SMx® Dressage Girth is practical with elastic and roller buckles on both ends. More comfortable for your horse than traditional leather because it doesn't have to be over-tightened. The non-slip neoprene ensures that your saddle will stay secure and the handy detachable neoprene back makes it easy to wash. Great for training or competition. *Available in Black only.*

Available in 2" increments from 20" to 32"

DG-20, DG-22, DG-24, DG-26, DG-28, DG-30, DG-32

E. SMx Comfort-Fit®**Dressage Girth - Shearling**

Designed with the overall well-being of the horse in mind. This girth puts soft, non-chaffing shearling next to the skin. The wicking properties of shearling accelerate moisture exchange providing added comfort, while elastic straps allow the horse to breath naturally. Premium materials such as stainless steel buckles and heavy-weight webbing, along with double stitching, ensure the long life of the girth. *Available in Black only.*

Available in 2" increments from 20" to 32"

DGS-20, DGS-22, DGS-24, DGS26,
DGS-28, DGS-30, DGS-32



Bob Avila

THE BOB AVILA COLLECTION
by Professional's Choice

A. Spurs - Medium Shank

Antique brown with engraved silver, these versatile spurs are great for any western discipline.

1" band, 2" shank, 10 point rowel. **AVSP-100** pair

B. Spurs - Long Shank

Antique brown with engraved silver, these versatile spurs are great for any western discipline.

1" band, 2 1/2" shank, 10 point rowel. **AVSP-101** pair

C. Spurs - Medium Shank Floral

Antique brown with engraved silver, these versatile spurs are great for any western discipline.

1" band, 2" shank, 10 point rowel. **AVSP-200** pair

D. Spurs - Long Shank Floral

Antique brown with engraved silver, these versatile spurs are great for any western discipline. 1" band, 2 1/2" shank, 10 point rowel.

AVSP-201 pair

E. Lady Spur Floral

A perfect spur for ladies and junior riders. This spur is of the same quality as Bob's other spurs, in just the right size, and with just the right amount of flair. 1" band, 2 1/4" shank, 10 point rowel.

AVSP-300 pair

F. Training Snaffle Wire

Affects the horse by applying pressure on the tongue, bars and the corners of the mouth. The O-rings and mouthpiece give horse-men more control and poll pressure. Well designed for all disciplines and any level of horse. The single-jointed mouthpiece is legal in the show ring. Width 5", Mouth 7/16", Rings 3" **AVB-104**

G. Signature Snaffle

This mild snaffle bit with copper inlay mouthpiece is designed for all disciplines and any level of horse. The single-jointed mouthpiece is legal in the show ring. Width 5", Mouth 7/16", Rings 3" **AVB-100**

H. Sweet Iron Twist Mouth Snaffle

The sweet iron has a very appealing taste for the horse. The size of this twisted snaffle will offer a lot of feel in a horse's mouth, while remaining very gentle. Mouth 5 1/2", Rings 3 3/8" **AVB-127**

I. Copper Twist Mouth Snaffle

Horses like this bit a great deal; the copper makes it appealing to a horse's palate. It is very mild for a twisted snaffle as the larger twist is less abrasive in a horse's mouth. Mouth 5 1/2", Rings 3 3/8" **AVB-128**

AVB-128

J. Correction Bit

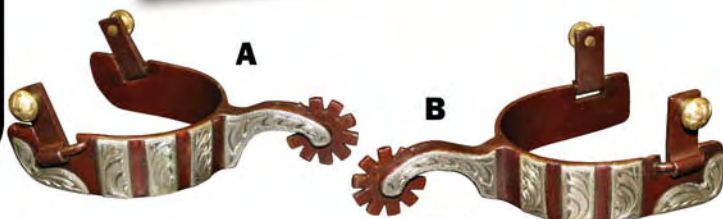
One of the most universal bits and very mild. The four moving parts allow the horse to respond to subtle rein pressure which greatly reduces heavy rein handling. This bit can be used in any western discipline. Port 2", Mouth 5", Shank 7" **AVB-101**

K. Medium Port With Roller Bit

Works on the lower bars of the horse's mouth and provides equal pressure across the horse's tongue. Has a copper inlay mouthpiece. Port 2 1/2", Mouth 5", Shank 9" **AVB-102**

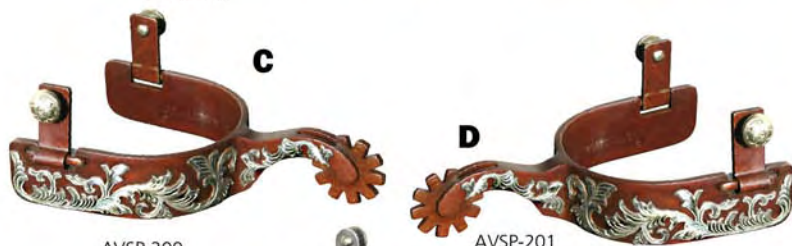
L. Medium Port Bit

Works on the lower bars of the horse's mouth and offers a soft, effective approach to working a horse. The port offers tongue relief and freedom for a horse to swallow comfortably. Has copper inlay mouthpiece. Port 2", Mouth 5", Shank 9" **AVB-103**



AVSP-100

AVSP-101



AVSP-200

AVSP-201



AVSP-300



AVB-104



AVB-100



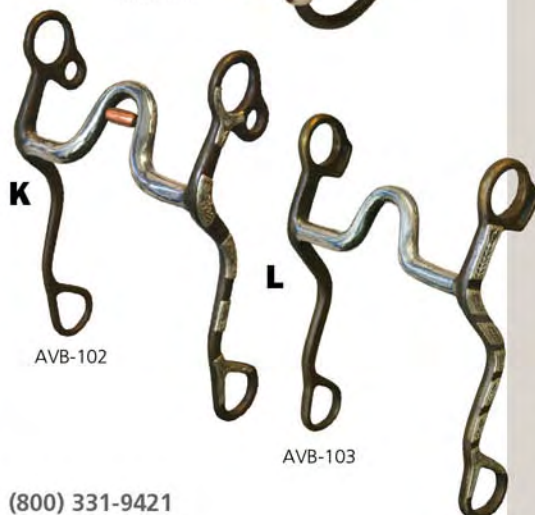
AVB-127



AVB-128



AVB-101



AVB-102

AVB-103

M. Straight Roller Bit

The mild mouthpiece and short shank in the Avila Straight Roller make this a very gentle bit. The sweet iron mouthpiece with copper roller is curved just slightly to offer tongue relief. Mouth 5", Shank 8"

AVB-105

N. Silver Correction Bit

This is a basic correction with most correction bits. The higher port offers more control for horses that pull on the bit. Port 1 3/4", Mouth 5 1/4", Shank 8"

AVB-106

O. Silver Shank Medium Port Bit

Works well for younger horses once they've been seasoned in a smaller bridle for a while, and also for older horses. The mouthpiece is thicker than most, and the port offers a great deal of tongue relief. Really good all-around bit. Port 1 1/2", Mouth 5", Shank 8"

AVB-107

P. Signature Shank Correction Bit

Another variation of the Avila Correction Bit that is great for use on everything from young colts starting in the bridle to older, finished show horses. The shank offers somewhat of a different 'feel' than others and has a stylish look to it. Port 2", Mouth 5", Shank 8"

AVB-108

Q. Short Shank Medium Port Bit

An outstanding bit for an older horse and for any event. It offers just the right amount of tongue relief along with a shorter length shank that seems to be just the right size. This bit has a tremendous amount of feel in a horse's mouth. Port 2", Mouth 5", Shank 7 1/2" **AVB-110**

R. Silver Shank With Snaffle Mouthpiece Bit

Very universal, this bit can be used on both young and older horses that work well with a milder mouthpiece. It gives direct pull on each side, like a traditional snaffle, yet transitions a horse gently to a leverage bit.

Mouth 5", Shank 8" **AVB-111**

S. Swivel Mouthpiece Bit

Can be used on both young and older horses. It offers a lot of tongue relief and pulls from each side separately, making it a great transition from a snaffle to a leverage bit. Helps older horses that may be stiff and pull against the bridle and will break a stiff horse loose as they can't gain leverage on the bit.

Port 1 1/2", Mouth 5", Shank 8 1/4" **AVB-112**

T. Short Shank Medium Port Bit Floral

An outstanding bit for an older horse and for any event. It offers just the right amount of tongue relief along with a shorter length shank that seems to be just the right size. This bit has a tremendous amount of feel in a horse's mouth. Port 2", Mouth 5", Shank 7 1/2"

AVB-115

U. Bob Avila Mouthpiece with Signature Shank

This bit has lots of feel in a horse's mouth. The shank is a medium leverage shank and this mouthpiece with the fat bars sits nicely in a horse's mouth. This bit is good for an older, more broke horse that can get a tad strong.

Port 2 1/4", Mouth 5", Shank 8" **AVB-116**

V. Signature Shank Medium Copper Port Bit

This medium port is just the right size, offering the horse lots of comfort and tongue relief. With the copper on the mouth, horses really seem to like this bit. The signature shank offers just the right amount of leverage and has a great look. Port 1 1/2", Mouth 5", Shank 8"

AVB-126

**W. Bob Avila San Juan Shank with 1/4" Roller**

The San Juan Shank with Roller is the perfect bit for the more experienced horse that's used to a curb bit. The length between the mouthpiece and the top ring (the purchase) gives this bit more leverage. While the shape of the mouthpiece, together with the roller, offers significant tongue relief.

Port 2", Mouth 5", Shank 7 1/2"

AVB-134

X. Bob Avila San Juan Shank C Port Roller

The San Juan Shank C Port with Roller is perfect for horses that have a tendency to pull on the bit. This bit features a port that is slightly pushed forward to give the rider more leverage.

Port 2", Mouth 5", Shank 7 1/2"

AVB-135

A. Bob Avila San Juan Shank Port with Copper Bars
The San Juan Shank Port with Copper Bars features a versatile mouthpiece that works well on many horses. The copper on the bars makes this bit very palatable in the horse's mouth. The port offers plenty of tongue relief which makes this bit more comfortable. Port 2", Mouth 5", Shank 7 1/2" **AVB-136**

B. Bob Avila San Juan Shank with Copper Mouthpiece

The San Juan Shank with Copper Mouthpiece is generally mild. The copper makes it very palatable while the wide port lies gently on the horse's tongue. It is a great bit for riders that like to have constant contact with their horse's mouth. Port 1", Mouth 5", Shank 7 1/2" **AVB-137**

C. Bob Avila Leaf Shank with Medium Port and Copper Bars

shank with copper bars features a medium port mouthpiece that works well on many horses. The copper on the bars makes this bit very palatable in the horse's mouth and offers plenty of tongue relief. Port 2", Mouth 5", Shank 7 1/2" **AVB-140**

D. Bob Avila Scroll Shank with Low Copper Port Bit

Silver scrolled shank with copper bars features a versatile mouthpiece that works well on many horses. The copper on the bars makes this bit very palatable in the horse's mouth. The port offers plenty of tongue relief which makes this bit more comfortable. Port 1", Mouth 5", Shank 6 1/2" **AVB-141**

E. Bob Avila Dot Shank with Medium Port Bit

German silver dot shank design with a medium port mouthpiece. This bit works on the lower bars of the horse's mouth and offers a soft, effective approach to working a horse. The port offers tongue relief and freedom for a horse to swallow comfortably. Has copper inlay mouthpiece. Port 1 1/2", Mouth 5", Shank 8" **AVB-142**

F. Bob Avila Dot Shank with Swivel Port Bit

German silver dot shank design with a swivel port mouthpiece. This bit offers a lot of tongue relief and pulls from each side separately, making it a great transition from a snaffle to a leverage bit. Good with horses that may be stiff and pull against the bridle as they cannot gain leverage on the bit. Port 1 1/2", Mouth 5", Shank 8" **AVB-143**

G. Bob Avila Dot Shank with Straight Roller Bit

The mild mouthpiece in the Avila Straight Roller make this a very gentle bit. The polished steel mouthpiece with copper roller is curved just slightly to offer tongue relief. Mouth 5", Shank 8" **AVB-144**

H. Bob Avila Dot Shank with Correction Bit

Another variation of the Avila Correction Bit that is great for use on everything from young colts starting in the bridle to older, finished show horses. The shank offers somewhat of a different 'feel' than others and has a stylish look to it. Port 2", Mouth 5", Shank 8" **AVB-145**

I. Bob Avila Dot Shank with Port Roller

This show bit carries a tall port curb with a 1mm roller. The curb is built on two copper rollers which keep a horse's mouth light and soft. The port provides medium palate pressure and gives the horse confidence. Port 2 1/4", Mouth 5", Shank 8" **AVB-146**

J. Bit Hobbles AVBH

K. Curb Strap AVCS

L. Stainless Mechanical Hackamore

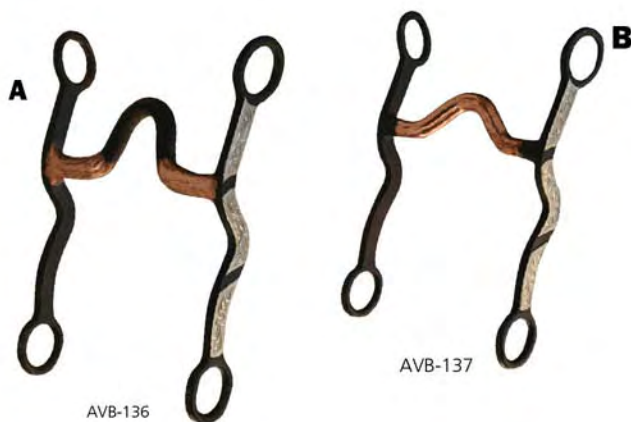
This all-stainless hackamore has a good feel on a horse and the curb chain hangers are angled out to prevent pinching. It is outstanding for everyone, from trail rider to professional horseman. Shank 9" **AVB-130**

M. Mechanical Hackamore

This hackamore has a good feel on a horse and the curb chain hangers are angled out to prevent pinching. It is outstanding for everyone, from trail rider to professional horseman. Shank 9" **AVB-131**

N. Mechanical Hackamore Floral

Embellished for a more showy look, this hackamore has a good feel on a horse and the curb chain hangers are angled out to prevent pinching. It is outstanding for everyone, from trail rider to professional horseman. Shank 9" **AVB-132**



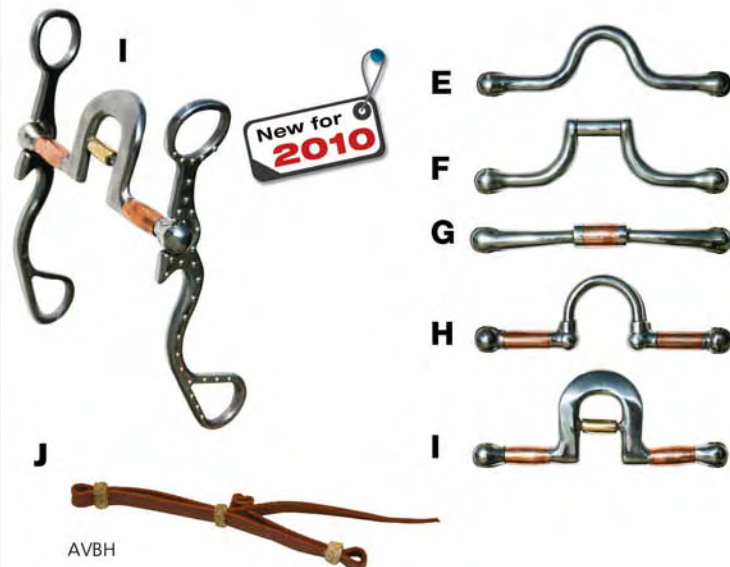
AVB-136

AVB-137



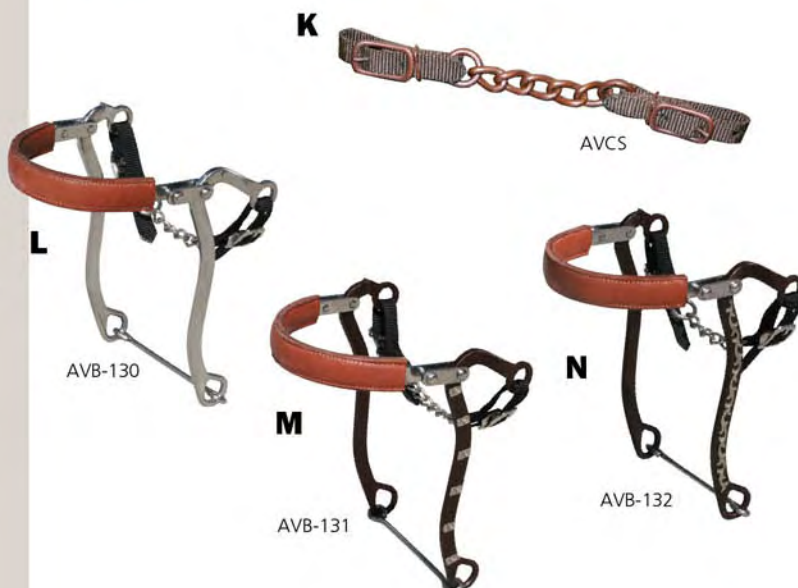
AVB-140

AVB-141



AVBH

AVCS



AVB-130

AVB-131

AVB-132

BOB AVILA TRAINING BITS



AVB-120



AVB-121



AVB-122



AVB-123



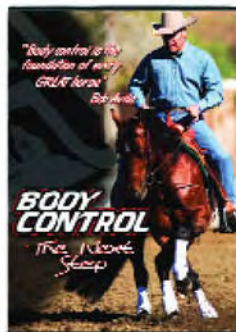
AVB-124



AVB-125



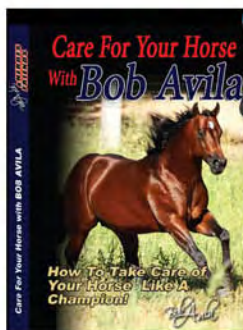
G



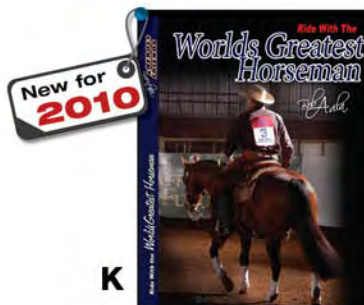
H



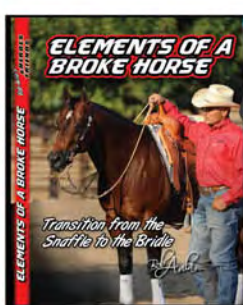
I



J



K



L

A. Bob Avila Training Shank Snaffle Bit

Smooth tapered, sweet iron snaffle mouthpiece built on a well balanced classic cheek shank with a pinch-free design. Great for tuning up a seasoned horse or providing the ideal transition for a young horse.

AVB-120 Mouth 5", Shank 7"

B. Bob Avila Training Shank Correction Bit

The three piece correction mouthpiece with sweet iron adds mild palate pressure to encourage the horse to break at the poll; allowing correction without creating intimidation. This bit has a pinch-free mouth piece design on a classic style shank. Port 1 1/2", Mouth 5", Shank 7" **AVB-121**

C. Bob Avila Training Shank Straight Roller Bit

Roller jointed sweet iron mouthpiece and pinch-free design make this ideal for medium control. This mouthpiece is one of the least severe snaffles. The limited movement in the mouthpiece prevents excess pressure on the outside bars and lips, while the roller applies light pressure to the tongue for a soft feel. Mouth 5", Shank 7" **AVB-122**

D. Bob Avila Training Shank Medium Port Bit

Medium port bit with sweet iron mouthpiece provides mild tongue pressure. Designed to encourage control while keeping a light feel, this is an easy bit for a horse to carry, and helps stabilize the horse's shoulders. Classic style shank design combined with this mouthpiece creates a nicely balanced bit. Port 1", Mouth 5", Shank 7" **AVB-123**

E. Bob Avila Training Shank Copper Wire Snaffle Bit

Classic style shank with wire wrapped, sweet iron mouthpiece provides sensible pressure, without severity. Encourages flexibility while applying pressure to the corners of the mouth. Pinch-free design with copper wire, to encourage moisture in the mouth, makes a comfortable bit for the horse to carry. Mouth 5", Shank 7" **AVB-124**

F. Bob Avila Training Shank Three Piece Copper Roller Bit

Classic style shank with copper inlaid, smooth snaffle mouthpiece made of sweet iron including the dogbone center, which has a copper roller. For experienced hands that understand distribution of bit pressure. It breaks over and pivots on the bars creating more concentrated pressure. Creates greater lateral flexion and correction with ease. Mouth 5 1/8", Shank 7" **AVB-125**

BOB AVILA DVD SERIES

G. Body Control

The beginning foundation of what it will take to create a very well trained, fun horse to enjoy. Without each of these steps your horse will have major gaps in his training. 62 mins. **AVV-101**

H. Body Control The Next Step

A more advanced DVD that will build on the foundation that you have created with "Body Control 101." 62 mins. **AVV-102**

I. Lead Changes

The steps that help you teach your horse the correct way to change leads without teaching him bad habits along the way. 58 mins. **AVV-103**

J. Care For Your Horse With Bob Avila

This is the best guide you can have from a TRUE HORSEMAN! Bob is constantly asked how he takes care of his horses from every aspect and now here it all is straight from Bob. Bob covers everything from nutrition to hauling your horse across the country, and everything in between! This is a great tool for anyone that owns a horse. **AVV-104**

K. Ride With The World's Greatest Horseman

Inside this DVD Bob will walk you through everything he does to prepare his horses to compete, both mentally and physically. In addition Bob takes you through several Reining and Reined Work patterns and explains the way he shows his horses for both longevity and success. This is a must see for anyone that wants to compete in any event. **AVV-105**

L. Elements of a Broke Horse-Transition from the Snaffle to the Bridle Part 1

This DVD covers a topic that Bob is constantly asked to write about and cover. Bob goes through and shows you the steps that he takes to prepare his horse's to move from a snaffle to a bridle and then starts to make the transition before your eyes! Truly this is a crucial element to a broke horse. **AVV-106**



CHARMAYNE JAMES COLLECTION

A. Sliding Gag Bit "Ryan"

Designed for better turning and stopping, and works well for all types of horses. The triple jointed mouthpiece is comfortable and will not pinch.

CJB-201 Mouth 5 1/2", Shank 7"

B. Three Piece Short Shank Bit "Chappy"

This is a good beginner bit for young horses. Good transition from the D-Ring Snaffle, allowing more stop and control. An excellent bit for introducing the curb strap.

CJB-202 Mouth 5 1/2", Shank 6"

C. Chain Bit "Grasshopper"

The chain bit conforms to the horse's mouth and works well on all types of horses, for just the right touch.

CJB-204 Mouth 6", Shank 7"

D. Short Shank Port "Charlie"

Good for a horse that knows how to neck rein and horses with a lot of natural bend. Helps a horse tuck its head and engage its hind-quarters, and is great for shoulder elevation and stopping control.

CJB-206 Port 2", Mouth 5 1/2", Shank 7"

E. Charmayne James Rosebud Shank with Copper-Covered Mouthpiece

This Rosebud Shank is well-balanced with a copper-covered cricket roller to help keep the busy horse occupied. This bit has a great feel and puts a lot of rate on the finished horse.

CJB-230 Ported Roller 1 1/2", Mouth 5", Shank 7 1/2"

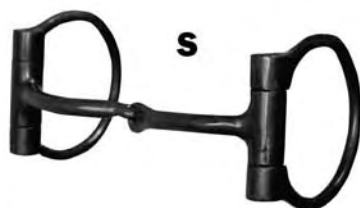
F. Charmayne James Rosebud Shank with Dogbone Roller

This mouthpiece has a soft, but effective, feel and gives a horse bend, while keeping the hip in place. Works well on all types of horses.

CJB-231 Mouth 5 1/2", Shank 7 1/2"



**All mouthpieces are not interchangeable.*



Charmayne James Short Shank Leverage Series

These leverage bits are generally suited to the finished performance horse. The shank creates lateral flexion and control, enabling the rider to assist the horse in keeping his shoulders square and maintaining balance while turning. Five different mouthpieces offer different effects. Mouth 5", Shank 7".

G. CJB-210 Smooth Snaffle – Contoured for the lighter, softer-mouthed horse. This bit creates direct pressure without leverage. The snaffle is curved to make it easier and more comfortable for your horse.

H. CJB-211 Twisted Wire Snaffle – Contoured and allows the rider the feel of the jointed snaffle with additional control. This twisted wire snaffle makes this mouthpiece more effective across the bars of the horse's mouth.

I. CJB-212 Three Piece Dogbone – The mouthpiece gives applied pressure to the palate, cheeks and bars of the horse's mouth. The copper roller softens the palate pressure while keeping the mouth moist.

J. CJB-213 Medium Port Pretzel – Built on a smooth snaffle mouthpiece, this port moves freely on the joints and relieves tongue pressure when a horse is responsive. A great bit for control during speed events.

K. CJB-214 Low Port Twisted Pretzel – Built on a twisted wire mouthpiece, this is the bit for the horse that needs more control when speed is involved. This bit can keep a horse in true form when turning and working a pattern.

L. CJB-215 Chain Mouth – The chain bit conforms to the horse's mouth and works well on all types of horses for just the right touch.

Charmayne James Long Shank Leverage Series

The 9" shanks offer the same benefits as the 7" shank, plus can help keep the shoulders elevated on a strong horse wanting to work, gently bending the horse's neck and body to control direction. Mouth 5", Shank 9".

M. CJB-220 Smooth Snaffle – Contoured for the lighter, softer-mouthed horse. This bit creates direct pressure without leverage on the mouth. The snaffle is curved to make it easier and more comfortable for your horse.

N. CJB-221 Twisted Wire Snaffle – Contoured and allows the rider the feel of the jointed snaffle with additional control. This twisted wire snaffle makes this mouthpiece more effective across the bars of the horse's mouth.

O. CJB-222 Three Piece Dogbone – The mouthpiece gives applied pressure to the palate, cheeks and bars of the horse's mouth. The copper roller softens the palate pressure while keeping the mouth moist.

P. CJB-223 Medium Port Pretzel – Built on a smooth snaffle mouthpiece, this port moves freely on the joints and relieves tongue pressure when a horse is responsive. A great bit for control during speed events.

Q. CJB-224 Low Port Twisted Pretzel – Built on a twisted wire mouthpiece, this is the bit for the horse that needs more control when speed is involved. This bit can keep a horse in true form when turning and working a pattern.

R. CJB-225 Chain Mouth – The chain bit conforms to the horse's mouth and works well on all types of horses for just the right touch.

S. D-Ring Snaffle "Seadoo"

Great for starting colts and older horses with sensitive mouths and provides lateral control. Shaped mouthpiece design for comfort.

CJB-200 Mouth 5 1/4", Ring 3"

T. Charmayne James Bumper Spur

Designed with a blackened steel band, includes two 5 pronged rowels that allow the rider to roll the heel toward the horse's sides for greater results. Silver floral design fits a woman's or youth's boot. **CJSP-100**

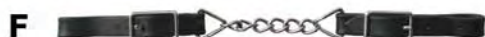
U. Charmayne James Shank Spur

This classy shank spur is a must have for every barrel racer! Built on a blackened band, it features a 1 1/2" shank with a floral silver overlay. The brass rowel is soft and effective, with six mild points.

CJSP-101



Professional's Choice Bits & Spurs



Professional's Choice Spurs

Great for any western discipline. Decorative silver arrows as seen in the Professional's Choice Bit Collection run down the band. Blunted ten point rowel with engraved design. Features a chap guard.

A. Professional's Choice Cowboy Spur - PCSP-100
1" band, 1 3/4" shank

B. Professional's Choice Cowgirl Spur - PCSP-101
3/4" band, 1 3/4" shank

Nylon Curb Chain - Available in Black or Chocolate.

C. Single Chain - CSN100 - 1/2" wide chain.

D. Double Flat Chain - CSN200 - 3/4" wide chain.

E. Flat Chain - CSN300 - 5/8" wide chain.

Biothane Curb Chain - Available in Black or Chocolate.

F. Single Chain - CSB100 - 1/2" wide chain.

G. Double Flat Chain - CSB200 - 3/4" wide chain.

H. Flat Chain - CSB300 - 5/8" wide chain.

I. Biothane Curb Strap - CSN400 - 3/4" wide solid Biothane curb strap. Available in Black or Chocolate.

Stockman's 6" Shank

This weighted cheek allows for more control and added poll pressure while maintaining clean lateral movement. The cheek pieces are polished steel with decorative silver arrows. The sweet iron keeps a horse's mouth moist, allowing the bit to move freely. Cheek 6", Mouthpiece 5 1/4"

J. Chain - PCB-100 - This mouthpiece is actually a very mild and useful training tool. The chain conforms to the shape of the horse's mouth, applying mild tongue and bar pressure. This mouthpiece works well on horses in any discipline.

K. Ported Chain - PCB-101 - This mouthpiece will provide the horse with some tongue relief and the chain is light on the bars. Effective in lifting shoulders, the chain allows for independent rein action while the port encourages collection.

L. Snaffle - PCB-102 - This mouthpiece will apply more pallet and bar pressure and is an excellent all-purpose mouthpiece which works well on most horses. Sweet iron keeps a horse's mouth moist, allowing the bit to move freely.

M. Medium Port - PCB-103 - This bit features a solid mouthpiece that works off bar and pallet pressure. Good for working with older, more mature horses. The port measures 1" wide and 2" high.

N. Correctional - PCB-104 - The correction style mouthpiece with copper inlay has four moving parts. The jointed mouthpiece allows for clean lateral movement and flexion.

O. Low Port Chain - PCB-105 - This mouthpiece will provide the horse with some tongue relief and the chain is light on the bars. Effective in lifting the head and shoulders, the chain allows for independent rein action, while the lower port encourages collection.

Stockman's 8" Shank

This weighted cheek allows for more control and added poll pressure while maintaining clean lateral movement. The cheek pieces are polished steel with decorative silver arrows. The sweet iron keeps a horse's mouth moist, allowing the bit to move freely. The long shank provides added leverage and control. Cheek 8", Mouthpiece 5 1/4"

P. Chain - PCB-110 - This mouthpiece is often misrepresented, but is actually a very mild and useful training tool. The chain conforms to the shape of the horse's mouth applying mild tongue and bar pressure. This mouthpiece works well on horses in any discipline.

Q. Ported Chain - PCB-111 - This mouthpiece will provide the horse with some tongue relief and the chain is light on the bars. Effective in lifting shoulders, the chain allows for independent rein action while the port encourages collection.

R. Snaffle - PCB-112 - This mouthpiece will apply more pallet and bar pressure and is an excellent all-purpose mouthpiece which works well on most horses. Sweet iron keeps a horse's mouth moist, allowing the bit to move freely.

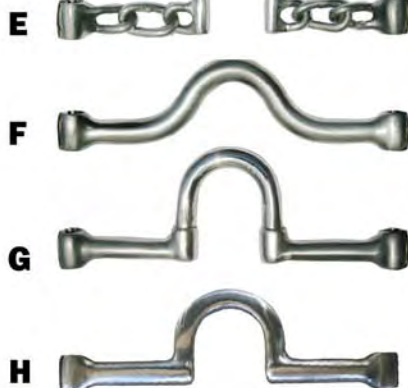
S. Medium Port - PCB-113 - This bit features a solid mouthpiece that works off bar and pallet pressure. Good for working with older, more mature horse's. The port measures 1" wide and 2" high.

T. Correction - PCB-114 - The correction style mouthpiece with copper inlay has four moving parts. The jointed mouthpiece allows for clean lateral movement and flexion. The port measures 1" wide and 2 1/4" high.

U. Low Port Chain - PCB-115 - This mouthpiece will provide the horse with some tongue relief and the chain is light on the bars. Effective in lifting the head and shoulders, the chain allows for independent rein action, while the lower port encourages collection.



Professional's Choice Bits & Spurs



BITS & SPURS

Professional's Choice Sliding Gag Bits

This unique gag features a polished steel cheek with silver dots and allows for natural flexion and lift in the shoulder. All of these bits should be adjusted to fit with one wrinkle in the horse's mouth. Sweet iron keeps a horse's mouth moist allowing the bit to move freely. Cheek 7 3/4", Mouthpiece 5 1/4"

A. Chain - PCB-200 - This mouthpiece is actually a very mild and useful training tool. The chain conforms to the shape of the horse's mouth, applying mild tongue and bar pressure. This mouthpiece works well on horses in any discipline.

B. Slow Twist - PCB-201 - This mouthpiece allows the rider to help keep the horse focused without a lot of pressure or contact. Excellent for keeping horse's back framed and round. This mouthpiece is good for a finished horse.

C. Dogbone - PCB-202 - This mouthpiece is soft on their bars, making this bit good for lateral control and collection. A wonderful choice when transitioning from a D-Ring or O-Ring snaffle.

D. Smooth Snaffle - PCB-203 - This mouthpiece will apply more pallet and bar pressure and is an excellent all-purpose mouthpiece which will work well on most horses. Sweet iron keeps a horse's mouth moist, allowing the bit to move freely.

Professional's Choice Drovers Bits

This bit offers a unique polished steel cheek with silver dots. It features a forward set mouthpiece readily engaging pressure to the bars and tongue, encouraging a horse to give at the poll. Sweet Iron keeps a horse's mouth moist, allowing the bit to move freely. Cheek 8 1/2", Mouthpiece 5 1/4"

E. Ported Chain - PCB-300 - This mouthpiece will provide the horse with some tongue relief and the chain is light on the bars. Effective in lifting the head and shoulders, the chain allows for independent rein action while the port encourages collection.

F. Low Port - PCB-301 - This mouthpiece has a softer feel than most ported bits. The port measures 1 3/4" wide 1 1/4" tall providing generous tongue relief and has copper inlayed bars. This is the perfect bit for a light-mouthed horse.

G. Correction - PCB-302 - The correction style mouthpiece with copper inlay has four moving parts that provide a soft feel in the horse's mouth and are effective in training for all western disciplines. The jointed mouthpiece allows the horse to respond to subtle rein pressure. The port measures 1 1/4" wide and 2" tall.

H. Spoon - PCB-303 - This bit is a good training tool for horses that are a little stronger in the mouth. It can be used in any discipline. The port measures 1 1/2" wide and 1 3/4" tall with copper inlayed bars.

Professional's Choice Ranger Bit

This flat cheek piece has a unique sweeping shape with decorative silver arrows. This bit applies poll and bar pressure before the curb strap takes effect, softening the contact in the horse's mouth. Sweet iron keeps a horse's mouth moist allowing the bit to move freely. Cheek 7 3/4", Mouthpiece 5 1/4"

I. Slow Twist - PCB-500 - This mouthpiece allows the rider to help keep the horse focused without a lot of pressure or contact. Excellent for keeping horse framed and round. This mouthpiece is good for a finished horse.

J. Billy Allen - PCB-501 - This mouthpiece is a straight bar hinged on a center roller, encouraging improved lateral collection and lift. This bit requires extremely light contact.

K. Ported Billy Allen - PCB-502 - This mouthpiece is a hinged port with a center roller, allowing tongue relief and enabling independent rein action. This bit provides lateral control of the poll.

L. Hinged Correctional - PCB-503 - This mouthpiece has four way movement in the ported area, promoting shoulder elevation. Loose cheeks provide great flexibility. Port measures 1 1/2" wide and 1" tall.

M. Medium Port - PCB-504 - This bit features a solid mouth piece that works off bar and pallet pressure. Good for working with older, more mature horses. The port measures 1" wide and 2" high.

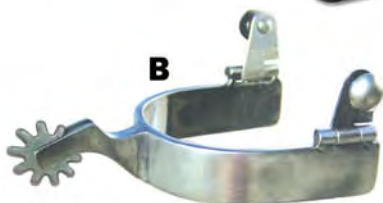
O. Copper Wire Wrapped Correctional - PCB-505 - This correction style mouthpiece has copper wire wrapped bars to apply more bar pressure. The jointed mouthpiece allows the horse to respond to subtle rein pressure. Port measures 1 1/2" wide and 2" tall.

P. Broken Mullen Mouth - PCB-506 - This bit offers natural tongue relief and substantial independent rein action to lift the shoulders.



**New for
2010**

EQUISENTIAL™
by
Professional's Choice



Equisential™ Spurs

Great for any western discipline and the everyday horseman. Polished steel spur with rounded ten point rowel.

A. Cowboy Spur - EQSP-100 - Size: 1" band, 2" shank

B. Cowgirl Spur - EQSP-101 - Size: 3/4" band, 2" shank

MECHANICAL HACKAMORE

Leather covered noseband utilizes nose and curb chain pressure. Polished steel cheek pieces are great for any western discipline.

C. 7" Hackamore - EQB-500

D. 10" Hackamore - EQB-501 - Longer cheek piece allows for greater collection and control.

Equisential™ Calvary Cheek

The cut back design is sloped to prevent a horse from lipping the bit. The mouthpiece attaches with a non-pinching swivel design.

Cheek: 8" Mouthpiece: 5 1/4"

E. Chain - EQB-100 - This mouthpiece is actually a very mild and useful training tool. The chain conforms to the shape of the horse's mouth applying mild tongue and bar pressure. This mouthpiece works well on horses in any discipline.

F. Ported Chain - EQB-101 - This mouthpiece will provide the horse with some tongue relief and the chain is light on the bars. Effective in lifting the head and shoulders, the chain allows for independent rein action while the port encourages collection.

G. Dogbone Roller - EQB-102 - This mouthpiece is soft on the bars, making this bit good for lateral control and collection. A wonderful choice when transitioning from a D-Ring or O-Ring snaffle.

H. Medium Port - EQB-103 - This bit features a solid mouth piece that works off bar and pallet pressure. Good for working with older, more mature horses. The port measures 2" wide and 1 1/2" high.

I. Correction - EQB-104 - The Correction mouthpiece with copper inlay has four moving parts that provide a soft feel in the horse's mouth and is effective in training for all western disciplines. The jointed mouthpiece allows the horse to respond to subtle rein pressure. Measures 1 1/2" wide and 2" tall.

J. Billy Allen - EQB-105 - This mouthpiece is a straight bar hinged on a center roller, encouraging improved lateral collection and lift. This bit requires extremely light contact.

K. Ported Billy Allen - EQB-106 - This mouthpiece is a hinged port with a center roller allowing tongue relief and enabling independent rein action. This bit requires extremely light contact.

Wonder Bit

The Wonder Bit is a very versatile gag shank. The sliding mouthpiece moves forward engaging poll pressure allowing for more lateral flexion and shoulder elevation. Cheek: 7 1/2" Mouthpiece: 5 1/4"

L. Smooth Snaffle - EQB-200 - This mouthpiece will apply more pallet and bar pressure and is an excellent all purpose mouthpiece which will work well on most horses. The sweet iron keeps a horse's mouth moist allowing the bit to move freely.

M. Twisted Wire - EQB-201 - This mouthpiece works similar to a smooth snaffle. The added bar pressure helps to sharpen the focus of a finished horse.

N. Chain - EQB-202 - This mouthpiece is actually a very mild and useful training tool. The chain conforms to the shape of the horse's mouth applying mild tongue and bar pressure. This mouthpiece works well on horses in any discipline.

Route 66

The unique design of this bit offers direct contact similar to a ring snaffle with the shoulder elevation of a gag and the collection from a curb strap. This is a great training or transition bit. The gag movement allows the horse to give at the poll before the mouthpiece comes into effect. All of these bits should be adjusted to fit with one wrinkle in the horse's mouth and a loose curb strap to allow 2-3 fingers. Cheek: 4¼" Mouthpiece: 5¼"

A. Chain - EQB-300 - This mouthpiece is often misrepresented, but is actually a very mild and useful training tool. The chain conforms to the shape of the horse's mouth, applying mild tongue and bar pressure. This mouthpiece works well on horses in any discipline.

B. Dogbone - EQB-301 - This mouthpiece is soft on the bars, making this bit good for lateral control and collection. A wonderful choice when transitioning from a D-Ring or O-Ring snaffle.

C. Slow Twist - EQB-302 - This mouthpiece allows the rider to help keep the horse focused without a lot of pressure contact. Excellent for softening and keeping a horse framed. This mouthpiece is good for a finished horse.

D. Smooth Snaffle - EQB-303 - This mouthpiece will apply more pallet and bar pressure and is an excellent all purpose mouthpiece which will work well on most horses. Sweet iron keeps a horse's mouth moist allowing the bit to move freely.

E. Twisted Wire - EQB-304 - This mouthpiece works similar to a smooth snaffle. The twist adds bar pressure helps to sharpen the focus of a finished horse.

F. Ported Billy Allen - EQB-305 - This mouthpiece is a hinged port with a center roller allowing tongue relief and enabling independent rein action. This bit requires extremely light contact.

EQ Performance Short Shank

This bit is excellent for a horse with a soft mouth. Double ring mouthpiece attachment at the cheek eliminates pinching. The gag cheek provides elevation in the shoulders. All of these bits should be adjusted to fit with one wrinkle in the horse's mouth and a loose curb strap to allow 2-3 fingers. Cheek 5"; Mouthpiece 5 1/8"

G. Ported Chain - EQB-400 - This mouthpiece will provide the horse with some tongue relief and the chain is light on the bars. Effective in lifting the head and shoulders, the chain allows for independent rein action while the port encourages collection.

H. Dogbone - EQB-401 - This mouthpiece is soft on their bars, making this bit good for lateral control and collection. A wonderful choice when transitioning from a D-Ring or O-Ring snaffle.

I. Smooth Snaffle with Copper Inlay - EQB-402 - This mouthpiece will apply more pallet and bar pressure and is an excellent all purpose mouthpiece which will work well on most horses. Sweet Iron and copper inlay keep a horse's mouth moist allowing the bit to move freely.

J. Lifesaver - EQB-403 - This mouthpiece is a nice transition from the snaffle mouthpiece. The mild copper wire twist keeps the horse's mouth moist allowing the bit to move freely. It works off of tongue and bar pressure to achieve more break at the poll, lateral movement, and more collection.

K. Twisted Wire Snaffle - EQB-404 - This mouthpiece works similar to a smooth snaffle. The twist adds bar pressure helps to sharpen the focus of a finished horse.

EQ Performance Long Shank

This shank will give more leverage while maintaining a soft feel. A step up from the short shank allowing the rider to move forward to the next level of training. Cheek 6 1/2"; Mouthpiece 5 1/8"

L. Ported Chian - EQB-410 - This mouthpiece will provide the horse with some tongue relief and the chain is light on the bars. Effective in lifting the head and shoulders, the chain allows for independent rein action while the port encourages collection.

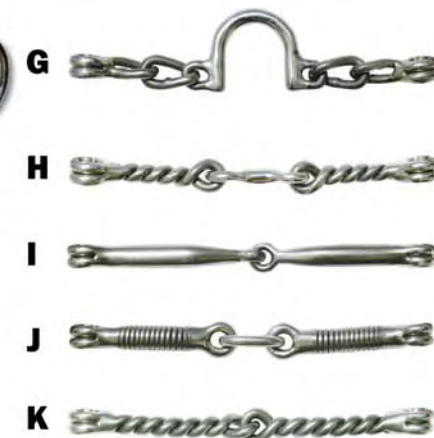
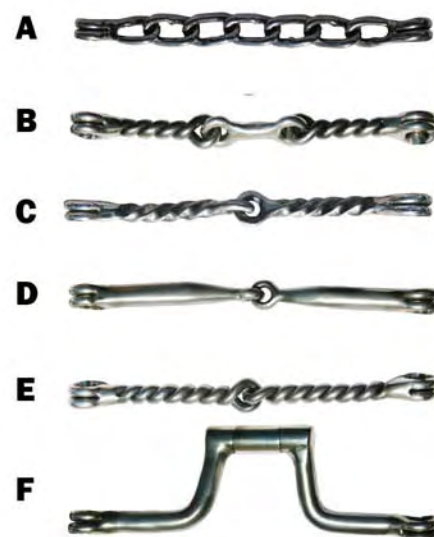
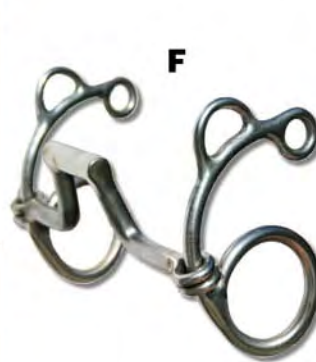
M. Dogbone - EQB-411 - This mouthpiece is soft on their bars, making this bit good for lateral control and collection. A wonderful choice when transitioning from a D-Ring or O-Ring snaffle.

N. Smooth Snaffle - EQB-412 - This mouthpiece will apply more pallet and bar pressure and is an excellent all purpose mouthpiece which will work well on most horses. Sweet Iron and copper inlay keep a horse's mouth moist allowing the bit to move freely.

O. Lifesaver - EQB-413 - This mouthpiece is a nice transition from the snaffle mouthpiece. The mild copper wire twist keeps the horse's mouth moist allowing the bit to move freely. It works off of tongue and bar pressure to achieve more break at the poll, lateral movement, and more collection.

P. Twisted Wire Snaffle - EQB-414 - This mouthpiece works similar to a smooth snaffle. The twist adds bar pressure helps to sharpen the focus of a finished horse.

BITS & SPURS





Black

Zebra

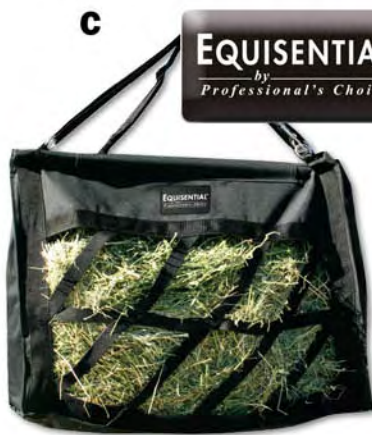
Giraffe

Leopard

Tie-Dye



B



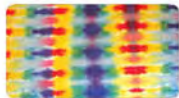
C



Giraffe



Leopard



Tie-Dye



Zebra



D



Leopard



Zebra



E

Tan & Navy Trim

Navy & Gold Trim



Professional's Choice is an Authorized Licensee of Wrangler Apparel Corp.

A. Deluxe Hay Bag

The Deluxe Hay Bag was designed for both fashion and function. This top loading hay bag has a large opening, making it easy to load. The mesh bottom allows dirt and debris to fall through. Top flap ensures hay stays in designated area. Two reinforced adjustable straps for easy hanging in any desired location. Lined with reflective piping for safety and visibility. Folds flat for convenient storage.

Colors: Black, Giraffe, Leopard, Tie-Dye and Zebra.

PCHBD 21" tall x 23" wide x 8" deep

Peace Sign opening 13" diameter



B. Folding Combo Feeder

The Folding Combo Feeder is designed for the horseman who either feeds hay or pellets. Long, adjustable straps for easy hanging in any desired location. Top folds down for easy transportation. Load your feed, close the lid and you're ready to go. Folds flat for convenient storage.

Colors: Black, Giraffe, Leopard, Tie-Dye and Zebra.

PCHBF 14" tall x 24" wide x 14" deep



C. Equisential™ Hay Bag

The top loading hay bag features an extra large opening, making it easy to load. The ten diagonal openings regulate the amount of hay taken out at a time, minimizing waste and encouraging a horse to eat more slowly. The mesh bottom allows dirt and debris to fall through. Top flap ensures hay stays in designated area. Two reinforced, adjustable straps for easy hanging in any desired location. Folds flat for convenient storage.

Colors: Black, Giraffe, Leopard, Tie-Dye and Zebra.

EQHB 21" tall x 21" wide x 11" deep



D. Professional's Choice Hay Bag

Redesigned with sturdy nylon webbing around the top for added strength, the Professional's Choice Hay Bag has rigid bars for easy loading and a 1" adjustable nylon webbing strap. Heavy duty mesh on the bottom allows dirt and dust to fall through and permits air to circulate. The bag measures 21" x 21" x 11" and the reinforced opening is six inches in diameter. The Hay Bag folds up flat for easy storage. Available in Leopard and Zebra.

PCHB 21" tall x 21" wide x 11" deep

E. Wrangler® Hay Bag

Redesigned with sturdy nylon webbing around the top for added strength, the Wrangler® Hay Bag has rigid bars for easy loading and a 1" adjustable nylon webbing strap. Heavy duty mesh on the bottom allows dirt and dust to fall through and permits air to circulate. The bag measures 21" x 21" x 11" and the reinforced opening is six inches in diameter. The Wrangler® Hay Bag folds up flat for easy storage. Available in Navy & Gold Trim or Tan & Navy Trim.

WRBH 21" tall x 21" wide x 11" deep

F



H



1000-Denier Mesh Bottom



Black



Zebra



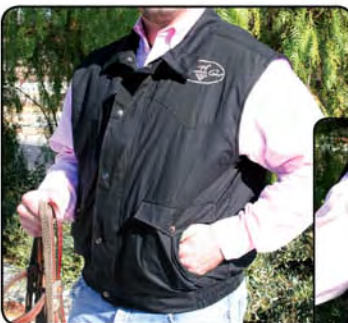
New for 2010

I



J

New for 2010



K

New for 2010



G



Black



Zebra



HA-500 (24" x 27")



HA-501 (24" x 40")

F. Trailer Window Screen

The Professional's Choice® Trailer Window Screen keeps debris, insects and dirt out and allows air to circulate, keeping your trailer well vented and cool. Heavy-duty, hook and loop closures make it easy to feed without having to open the trailer door. Convenient mounting fasteners and screws are included for easy installation. Available in Black only.

HA-600 35" wide x 26" tall

G. Trailer Door Caddy

The Professional's Choice® Trailer Door Caddy is the only organizer designed to accommodate both you and your horse. Durable, with both open and zipper mesh pockets to keep things organized, it includes insulated cup holders to keep your beverages cold while grooming. It easily installs securely to trailer door or stall wall with convenient mounting fasteners and adjustable hook and loop closures. Screws included. Available in two sizes. Available in Black and Zebra.

HA-500 24" wide x 27" tall HA-501 24" wide x 40" tall

H. Trailer Corner Feeder

This ultra-tough trailer feeder boasts a 1000-denier mesh bottom and comes complete with 3 double-ended heavy duty snaps. The air-permeable mesh bottom allows dust and debris to fall through and resists mildew. Finished off with nylon webbing edges and reinforced grommets at each corner, this feeder can be used in slant load trailers or as a corner feeder in a stall. Available in Black and Zebra.

HA-300 33" x 26" x 23" x 11" deep

I. Bucket Straps

24" nylon strap with nickel-plated trigger snap that attaches to the bucket handle and a loop for attachment to a fence rail or stall bar. Great for trail rides. Use around a tree limb, on fence rails, in barns, horse shows and more. Available in White.

PCBS

J. Professional's Choice Vest

Quilted cotton vest features zip and snap front and two deep snap close pockets. This vest provides warmth to the entire upper body and makes a great layer over long sleeved shirts or under jackets. Professional's Choice logo detail on left chest and across the back. Available in XSmall, Small, Medium, Large, X-Large and XXL.

PCVEST

K. Exhibitor Jacket

Constructed with wind-proof water-resistant all-season micro fiber this jacket combines classic style with everyday function. Fleece lined, features full front zipper, as well as a zip close chest pocket. Embroidered with Professional's Choice logo on the upper left chest and across the upper back. Available in black only. Sizes XS-XXXL

PCJACKET

L. Professional's Choice Baseball Caps

Show your pride with a Professional's Choice Cap. Both caps are embroidered with the Professional's Choice logo on front and rear and Professional's Choice signature stars on left side. Chocolate cap features six structured panels with a pre-curved visor and Velcro closure. Black cap is made of moisture wicking jersey material and features a Flex-Fit design. One size fits most. Available in Black or Chocolate.

BCPC

L



Back



Leopard



Pink Camo

A

Zebra

Four internal compartments!



B



Professional's Choice is an Authorized Licensee of Wrangler Apparel Corp.

Five internal compartments!

30-Day Money-Back Guarantee



Green Camo



Pink Camo

C



D

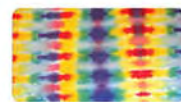
New for 2010



Giraffe



Leopard



Tie-Dye



Zebra

Front Saddle Bag



Rear Saddle Bag



ROPE BAGS

A. Professional's Choice® Rope Bag

This durable bag has four internal compartments, keeping your ropes separated, upright and easy to transport. Features an easy-fasten clasp, making it convenient to hang anywhere, and an adjustable padded shoulder strap.

Colors: Zebra, Pink Camo and Leopard.

RB

B. Wrangler® Rope Bag

Durable 600-denier rope bag with five internal compartments keeps your ropes separated, upright and easy to transport. An easy-fasten clasp makes it convenient to hang anywhere. Also has a double front pocket and an adjustable, padded shoulder strap. Available in Chocolate only.

WRRB

C. Professional's Choice® Lil' Rope Bag

Now lil' ropers have a place to keep their ropes too! Our Junior Rope bag looks just like our regular rope bags but is sized to fit Lil' ropes. Single main compartment with front pocket, 12 1/2" diameter.

Colors: Green Camo and Pink Camo.

RBLIL

D. Deluxe Rope Bag/BackPack

This oversized backpack has three main compartments that are zippered and can handle 4 - 6 ropes and/or a change of clothes. The front features a smaller zippered pocket to accommodate your spurs. The front of the bag has a bonus of four smaller-sized pockets that are good for truck keys or cell phones. One side of the bag features a mesh pocket sized just right to hold a beverage container, while the other side of the bag help to cinch up the backpack for easy carrying. This bag has a total of four compartments and eight pockets.

Colors: Black, Giraffe, Leopard, Tie-Dye and Zebra.
RBP

B. AQHA Saddle Bags

Both the front and rear saddle bags feature reinforced seams to provide strength and zippered tops to keep the bags securely closed. The straps and riggings are detachable and changeable for the perfect fit on any saddle. The bags are made of closed-cell, limestone-based neoprene, which means it won't crack or crumble, has all-way stretch, is easy to maintain, insulates hot or cold, won't sweat or leak, and always returns to its original shape even after thousands of uses. Best of all, it keeps drinks ice cold for hours! Also they're made to be used with either ice or freezer packs.

Front Saddle Bags: The Front Saddle Bags are perfect for an all-day ride. With two bags that fit over the saddle horn, each with a detachable strap, they are very convenient and easy to reach at any time. Plus, because each bag is the perfect size to hold three cans of your favorite beverage, you can use one for cold items and one for hot, or one for supplies and the other for food. The possibilities are endless. **AQ-SB100 Small**

Rear Saddle Bags: Nearly twice as roomy as the Front Saddle Bags, the Rear Saddle Bags are great to use on longer trail rides, or to tailgate at a football game. Plus, the two long removable straps make the Rear Saddle Bags completely convertible so you can use it as a backpack or shoulder bag. **AQ-SB200 Large**

Both front and rear saddle bags can be purchased as a value pack. **AQ-SBVP**

P



Black

Navy

Tan

Q



Black



Black



Black

Tan



Black

V



Black

Navy

Tan

Sizing Chart Comfort-fit Low Back Support

Size	Catalog Number	Length Inches/CM	Front Height Inches/CM	Pad Height Inches/CM	Pad Width Inches/CM	Waist Size Inches/CM
SMALL	PC200	40"/102cm	4"/10cm	8"/20cm	4"/10cm	22"-38"/56cm-97cm
MEDIUM	PC210	40"/102cm	6"/15cm	8"/20cm	4"/10cm	22"-38"/56cm-97cm
LARGE	PC101	42"/107cm	7"/18cm	8"/20cm	4"/10cm	24"-40"/61cm-102cm
X-LARGE	PC103	49"/125cm	8"/20cm	10"/25cm	7"/18cm	41"-50"/104cm-127cm
XX-LARGE	PC300	58"/147cm	9"/23cm	10"/25cm	9"/23cm	51"-60"/130cm-152cm

U



Black

Navy

V



P. Miracle Knee Support®

Now you can ride again without knee pain with the Miracle Knee Support®. In fact, the Miracle Knee Support® is great for any athletic event because it allows complete mobility at all levels of activity and reduces the effects of arthritis, damaged cartilage, sprains or strains. Flexible medial and lateral stays provide side-to-side support and ligament stability. Moist heat therapy helps increase blood circulation and relaxes tight or sore muscles. Made of neoprene, the unique wrap design makes application easy and gives a perfect fit at the thigh and calf. The irritating pinching, binding and rubbing common to slip-on knee supports is eliminated due to the open back design. Worn over or under clothing, the Miracle Knee Support® enables you to comfortably return to work or play. *30-Day money-back guarantee.*

Available in Black, Navy and Tan.

PC309 Standard

PC309B X-Large (Available in Black and Tan only)

Q. Simple Wrist Wrap

Supplies support and compression, making it excellent for all activities. The classic boomerang design helps keep the wrist in a neutral position without immobilization. Nylon, two-sided 1/16" neoprene. *Available in Black only.*

PC119

R. Wrist Compression Strap

This low-profile neoprene support increases blood circulation and offers relief from the pain of tendonitis, muscle strains, sprains and the symptoms of carpal tunnel syndrome. The sewn-in flexible stays give support without interfering with movement. A great wrap for repetitive activities. *Available in Black only.*

PC110

S. Magic Wrist Support

Ideal for carpal tunnel syndrome, the Magic Wrist Support keeps the wrist stable with a lightweight, yet sturdy, metal stay. The stay may be moved to accommodate either the right or left hand. Provides excellent compression and heat therapy. *Available in Black and Tan.*

PC107A

T. Tennis Elbow Support

An effective support for relieving elbow pain due to mild strains, sprains, tendonitis, and repetitive motion. This adjustable neoprene support features a shock-absorbing pressure dot in the strap which reduces pain in the tendons so you can work or play without discomfort. Increased blood flow keeps muscles flexible and the full range of motion allows you to complete your tasks easily. *Available in Black only.*

PC108C

U. Charmayne James Barrel Racer's Knee & Shin Guard

Made with a material similar to that used in our SMB IIs®, our Knee & Shin Guards help absorb the impact from hitting the barrel and reduce injuries to knees and shins. These adjustable guards are lightweight and provide needed protection without restricting movement. They are also highly effective for polo players.

Available in Black and Navy.

BRS100 Children or petite adults

BRS200 Standard size

V. Comfort-Fit® Low Back Support

A comfortable solution to the age old problem of back pain, and the top choice of medical professionals for over 20 years! The limestone-based neoprene offers four-way stretch for full mobility while retaining body heat to provide soothing moist heat therapy, keeping muscles loose. Fully adjustable, it's great for relieving tight or sore backs due to heavy lifting, sitting or riding for long periods of time. *30-Day money-back guarantee.*

Available in Black, Navy and Tan.

PC200 Small (Available in Black only)

PC210 Medium

PC101 Large

PC103 X-Large (Available in Black only)

PC300 XX-Large (Available in Black only)



DISP-BIT

Mix & Match Program Display

Dimensions:

Total height of display = 66"

Width at base = 24"



DISP-GEN

PERMANENT DISPLAYS INCREASE SALES AN AVERAGE OF 30%!



Saddle Pad/Cinch Display Rack

Dimensions:

Total height of display = 86" or 7' with Header Graphic

72" or 6' without Header Graphic

Width at base = 40" wide

Depth at base = 42" wide

Freestanding Displays and Racks Available to Professional's Choice Authorized Dealers

Professional's Choice can help you boost your sales by providing upscale displays that present our products in an attractive manner, making them even more desirable to the consumer. Having merchandise displayed this way appeals to customers, reinforces brand name recognition and encourages add-on purchases. It is a fact that branded freestanding displays can significantly increase sales.

Displays and racks may be available at no charge to qualifying Authorized Dealers. Please contact your Sales Representative or a Customer Service Representative to find out about current programs.

SAMPLE 16' X 6' PLANOGRAM



SAMPLE 8' X 8' PLANOGRAM



Planograms

In merchandising, presentation is everything. Professional's Choice offers attractive and attention-getting signage to convert plain pegboard, grid or slatwall fixtures into appealing branded displays. Your Professional's Choice Sales Representative can advise you on the many different options to make your displays work for you and increase turnover.

Properly displayed products and replenishment can significantly increase sales. Signage may be available at no charge with your merchandise order, please see page 48.

To view other planogram examples, please visit our web site at www.profchoice.com and select "Dealer Resources" under the Dealer menu.

[illegible]

Signage for Upscale Branded Sales Displays

Ensure your customers can clearly see that you offer Professional's Choice products. In today's market, consumers rely on name brand recognition when selecting merchandise. Professional's Choice has been a household name in the equine market for over a generation. Capitalize on the Professional's Choice name and reputation in your store.

Signage may be provided at no charge with your merchandise order. Please ask your Sales Representative or Customer Service Representative for details.

A. Large Header

DISP-PG01 46" x 4", single-sided

B. Large Shelf Footer

DISP-PG03 48" x 1.2", single-sided

C. Sports Medicine Boots Aisle Violator

DISP-PG07 9" x 24", double-sided

D. SMx Air Ride Aisle Violator

DISP-PG06 9" x 12", double-sided

E. Professional Choice Aisle Violator

DISP-PG05 12" x 9", double-sided

F. Large Peg Tags

Place keepers and replenishment reminders

DISP-PG13 3.5" x 5.5", double-sided

G. Small Peg Tags

Place keepers and replenishment reminders

DISP-PG14 2" x 5.5", double-sided



Please specify whether you have pegboard, slatboard or grid when ordering signage.