



# TRANSPORTABLE EQUINE SALT THERAPY BUSINESS



**PERFORM \* RECOVER \* LIVE WELL \* NATURALLY**

# ABOUT US

The Founder Richard Butterworth's passion and love of horses and the racing industry started with his ancestors both avid racing fans, he learnt the ins and outs of the industry whilst spending time with them. His passion wasn't just the industry it was for the powerful majestic horses that are the real stars.

When he came upon salt therapy he knew that there was a possibility the product would be beneficial to the horses, so by developing the Transportable salt room, he was able to bring the benefits to the trainers and owners at their own stables thus keeping the horse in a familiar environment. The fact that the treatment is all natural and holistic appealed to the racing authorities as well making it more acceptable to the trainers.



**Richard Butterworth**  
Founder, Equine Salt Therapy





# ABOUT US

- ✓ Years later he has seen salt therapy go from strength to strength and is proud and privileged in conjunction with his partner Melissa to offer the transportable salt therapy as a business.
- ✓ Melissa brings to the business a background in the finance industry from the Commonwealth bank having worked in the commercial sector for a number of years before joining Richard in the business to assist with the expansion, she also shares his passion for the equine industry as she also grew up around horses.
- ✓ 'To Whom it may concern, Melissa Butterworth has had 25 years experience in CBA covering all sorts of roles in Commercial & Corporate Banking. Most recently Melissa was an Executive in our Corporate Business Development Team where Melissa focused on general industry type transactions for Companies turning over \$50m - \$500m. In this time Melissa has proven to be the consummate & diligent professional always ensuring that the Client is at the centre of everything.
- ✓ Melissa has decided that the opportunity to now work in the family business is too great and that she can take her exceptional skills honed in the Banking industry and take them into her family's business. We wish Melissa all the very best in her future endeavours. Best wishes John Bowes Commonwealth Bank'



**Melissa Butterworth**  
Equine Salt Therapy



# OUR FAMOUS SALTIES



**LORD OF THE SKY**  
Robbie Laing



**POLANSKI**  
Robbie Laing



**MANAGHAR**  
Peter Moody



**BLACK CAVIAR**  
Peter Moody



**FIVE AND A HALF STAR**  
Anthony Cummings



**SHADOWS IN THE SUN**  
Anthony Cummings



**HAPPY TRAILS**  
Paul Beshara



**VILLA VERDE**  
Anthony Cummings





# THE OPPORTUNITY

Equine Salt Therapy offers a great opportunity for a person to start their new business in the equine industry.

- ✓ A reputable non invasive system to treat horses with airway problems.
- ✓ Accepted by the Racing Authorities around the world.
- ✓ Not affected by economic downturns as horses need treatment for respiratory problems at all times.
- ✓ Allows for expansion into the domestic animal area.
- ✓ Low running costs.
- ✓ Suitable for use in quarantine and police stables.
- ✓ Equestrian, showjumping and endurance events.
- ✓ No limits to eventual earnings as only determined by the owners ambition.



# THE OPPORTUNITY

## Why Salt Therapy?

- ✓ Our world first Equine transportable salt room aims to improve and maintain performance, recovery and wellbeing of equine athletes via our patented dry salt therapy delivery system.
- ✓ The dual treatment offers benefits to skin conditions and respiratory complaints of which horses are often susceptible.
- ✓ Unique Technology: the fine dry salt particles are distributed through the room via a halo generator to create a perfect microclimate for optimal absorption.
- ✓ Proven Results: equine salt therapy offers natural non-invasive treatment providing a dual solution to common day to day horse complaints.
- ✓ Australian owned: This unique adaption of salt therapy for use with horses was developed and perfected by the founder Richard Butterworth in Australia.
- ✓ Possible client base, Racehorse trainers , Harness Racing ,Equestrian , Quarantine stations, Police Horse Stables and Endurance events to name a few.



# PATENTED TECHNOLOGY

## 13. Intellectual Property Rights

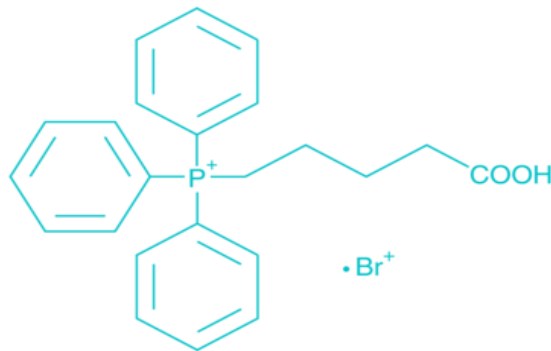
13.1 Currently 2012904490 is a pending application and when the application progresses to examined patent claims and eventual grant, this Option to Licence will convert to a Licence proper with the same content whereupon the following clauses 13.2-13.3 shall apply.

13.2 The Licensee must not, without the prior written consent of Licensor, threaten or bring proceedings for infringement of the Patents.

13.3 Licensor has the right, but not the obligation, to threaten or bring proceedings for infringement of the Patents in its discretion.

13.4 The Licensee must not, during the term of this Agreement, oppose or otherwise contest the grant or validity of the Patents.

### Dry Salt Aerosol Delivery Technology



✓ Our patented dry salt aerosol delivery system assists with high performance, rapid recovery and ultimate wellbeing, creating favourable conditions for achieving success as an equine athlete.

✓ Our patent extends to all livestock; we are undertaking clinical trials to quantify the benefits of salt therapy for broader animal kingdom.





# TECHNOLOGY CONTINUED

## Salt Particle Affects

- ✓ The overarching brand of Equine Salt Therapy treatment salts and patented technologies is known as Ultisalt (TM).
- ✓ This patented dry salt aerosol delivery system assists with high performance, rapid recovery and wellbeing by creating favourable conditions for achieving success in equine athletes.
- ✓ The fine mist of treatment salt that is distributed through the room via a halo-generator creates a microclimate that is similar to a surf beach or waterfall.
- ✓ The treatment takes fifteen minutes and it is recommended to be performed over three consecutive days. It is natural, non-invasive and provides a dual solution to common day to day horse complaints.



# TECHNOLOGY CONTINUED

## Patents-IP-

refer to Appendix 3 - sample shown



### TITLE OF INVENTION

Livestock Treatment Method and Apparatus

**DRAFT**

### TECHNICAL FIELD

[0001] This invention concerns a treatment method for animals and apparatus for performing the method.

[0002] The method is intended for horses and greyhounds but may be beneficial to livestock generally and cattle in particular. A large proportion of the body weight of a racehorse and greyhound is skeletal muscle. They have large lung capacity to match because the combination permits them to run at speed. To maximise and maintain speed, the respiratory system must work perfectly and performance depends on the airways maximising the flow of air to the lungs. Any constriction leads to panting and reduction in performance.

### BACKGROUND

[0003] The extent and frequency of impairment is only evident to trainers who are in constant contact with the horses and dogs in their care. When skin ailments are active they are visible as rashes, surface ulcers, wounds, bruises, swelling and the like and topical or systemic treatment can be planned. When respiratory problems are spoiling the animals performance or recovery from training the cause is often discernable. Heavy panting may indicate blockage of airways with mucus or sputum. While infections by bacteria may be treatable with antibiotics, these frequently disturb the animal through side effects. If the infection is viral the position is less treatable because there are relatively few anti-virals. So there is a need for a treatment which is rapid in effect and simple to administer.

[0004] Treatment of camels with conventional medicines may affect the liver and other organs so salt therapy delivered in a **quiet chamber** like ours offers no harm and the ability to treat the whole animal.

2013-10-14, C:\Users\Sharon\Documents\SPECIFICATIONS\bottomworth copy1

Front page Appendix 3 – Title of Invention



# THE BENEFITS OF EQUINE SALT THERAPY

## Drug free treatments for high performance equine athletes.

- ✓ Our world first Equine Salt Rooms aim to improve and maintain performance, recovery and wellbeing of equine athletes via our patented dry salt therapy delivery system.
- ✓ The dual treatment offers benefits for skin conditions and respiratory complaints of which horses are often susceptible.
- ✓ Natural medication free alternative for common day to day complaints.
- ✓ Helps reduce travel sickness.
- ✓ Hygienic, calming environment.
- ✓ Salt room brings the benefits of natural sea air to the horse.





# THE BENEFITS OF EQUINE SALT THERAPY

## ✓ Dedicated Decongestant

Despite their size and strength horses are sensitive animals and respiratory problems aren't always evident, but can play havoc on a horse's demeanour and performance. Mucus can range in severity from Grade 1 to Grade 5. by delivering a finely measure dose of Ultisalt™ the horse can stand calmly and ingest which activates their own mucociliary escalator.

## ✓ Treats Mud Fever

Salt therapy aids in recovery of various inflammatory conditions such as summer sores, mud fever and cracked heels. Salt treatment soothes irritation and dermatitis in the lower limbs of horses due to its antibacterial and antifungal properties.



# THE BENEFITS OF EQUINE SALT THERAPY

## ✓ Drug Free Therapy

The use of Equine Salt Therapy reduces the reliance on antibiotics and other often harmful medications by providing a natural solution to day to day lung and skin issues. Our salt rooms provide a safe and calm environment reducing stress on the horse.

## ✓ Rapid Skin Rash Clearance

Horses are susceptible to various skin complaints such as dermatitis, boils, mud-fever and ringworm. In salt rooms a microclimate environment is created and when the salt settles and warms on the coat it is drawn into the skin. The salt then has an antibacterial affect which successfully treats skin conditions.



# THE BENEFITS OF EQUINE SALT THERAPY

## ✓ Aids Recovery

Salt therapy not only helps pre and post race but pre and post trainings as well. Our trainers use Equine Salt Therapy not just for post race recovery but as a part of their day-to-day training tools.

## ✓ Antibacterial

In many respiratory tract conditions, airways become narrowed and irritated filling with mucus where bacteria flourish. Not only does salt help expel bacteria through mucus clearance., but is a natural antibacterial.





# THE BENEFITS OF EQUINE SALT THERAPY

## ✓ Reduces Travel Sickness

Transport of horses by road and sea can make them susceptible to pleuro pneumonia or travel sickness. This is a respiratory infection that affects the lungs and pleural (chest) cavity in horses. Salt therapy before and after travel, uses the known antibacterial qualities of Unisalt™ to target offending bacteria.

## ✓ Lower Airway Disease (L.A.D)

LAD is fairly common and often undiagnosed in horses that are usually retired from racing for poor performance. A recent UK study ([we link to this?](#)) indicates a link between poor performance and undiagnosed L.A.D. our fine salt particles are ingested deep into the horses lower airway and successfully targeting L.A.D.



# SOFTWARE TECHNOLOGY

## Ardex Technology

Ardex Mobile for Equine Vets allows for recording of procedures performed on horses via an iPad or iPhone, or any Android device. The list of procedures available for recording is completely customisable, each procedure has a price and invoice message set (which can be changed on the mobile device), and can be configured to consume vet drugs and other products from inventory. Once recorded, procedures are saved immediately to your Ardex Premier database, and can be reviewed, modified and approved for billing by office staff.

### DOWNLOAD HORSES

For any trainer or property you deal with regularly that also runs Ardex software, you may request a download of horses on property to your Ardex database. Horse details including sire and dam, date of birth, branding and microchip will be downloaded and stored so that when visiting a property horses can be selected easily by name or microchip scan, and vet procedures recorded. The data exchange can be configured to go both ways, with vet treatment information uploading to horses in the client database once procedures are completed.

### INVENTORY MANAGEMENT

Ardex for Veterinary Practices incorporates industry leading inventory management features. Stock control is optional and can be activated on request. The software allows for creation of a list of controlled products (vet drugs) for which all purchasing and dispensing is tracked. The system supports multiple inventory storage locations, and can track inventory held and dispensed on a practitioner by practitioner basis if desired. Monthly cost of sales are calculated based on purchase cost of products dispensed for the period, and stock asset values and inventory quantities are maintained and easily checked.

### FINANCIAL MANAGEMENT

Ardex Premier provides excellent financial management tools for equine vet businesses including full financial reporting, accounts receivable and payable management, advanced billing and payment processing functionality and solid account reconciliation tools. Ardex Premier tracks GST collected and paid for GST submissions, and facilitates bad debt reduction by allowing for targeted and customised accounts follow up e-mails and SMS messages, with easy provision of statement copies <http://www.ardex.com.au/images/logo.jpg> and procedure details for horses.

# HISTORY

## Alexander The Great



Way back in 325 BC, when he wasn't building empires, Alexander the Great was discovering the benefits of salt therapy for both humans and animals. During his rampage through Asia, Alexander and his army of men and their horses were resting in Khewra, modern day Pakistan. It was here that they noticed some of the horses licking the stones on the ground. At the time, he and his men, as well as their horses, were weary and dying from a lack of salt minerals, so they started ingesting the salt. Not only did this event lead to their recovery to health, and the discovery of the Khewra Salt Mine, but it is also said to be the very beginning of salt therapy as we know it today.



# HISTORY

- ✓ Mineral salt rooms consist of sanitised salt encrusted walls and floors that assist in the retention of all essential trace element vapours. These are inhaled naturally by the horse using calculated doses.
- ✓ The climate is not unlike that of a surf beach, rainforest or waterfall where the negative ions omitted by the water in the air work as a natural decongestant and antibacterial. This is particularly effective for horses that are exposed to harmful positive ions in stables for a significant part of their lives.
- ✓ The salt rooms are set up in such a way that all the horse needs to do is stand in the stable and as it breathes it is ingesting the salt in the air and also absorbing via the coat.

**Fifteen minutes on three consecutive days can see a horse recover from mineral salt depletion.**



# TESTIMONIALS AND CASE STUDY

## Black Caviar



Our first ever salt room was developed in the stables of Black Caviar when Peter Moody allowed Equine Salt Therapy to establish in his high profile racing stables. Peter was committed to the treatment in an attempt to seek more natural alternatives for his stable and to develop the one percenters all trainers strive for.

It's the one percenters all trainer are looking for.



# TESTIMONIALS AND CASE STUDY

## Shadows In The Sun

Anthony Cummings said, “We tried everything vets could come up with to get Shadows in the Sun back to Group and Listed level, the single difference was the Salt Room.”

Equine Salt Therapy optimal for both post-race recovery and as part of their day-to-day training tools.





# TESTIMONIALS AND CASE STUDY



## Villa Verde

Transferred from Shaun stable to Anthony Cummings' stable. Suffering from breathing difficulties, Villa Verde was transferred from Shaun Dwyer's stables to Anthony Cummings' stables in order to access the salt room located at Randwick.

After successful EST he went on to win the Challenge Stakes at Randwick NSW.



# TESTIMONIALS AND CASE STUDY

## Travel Sickness



Dr Peter Angus reported that Caulfield horses scratched in South Australia with mucus were transported back to Victoria only to arrive with travel sickness. Intensive Salt Therapy completely cleared travel sickness within a week. Further studies are currently being undertaken around how we can further improve travel for horses using Equine Salt Therapy.

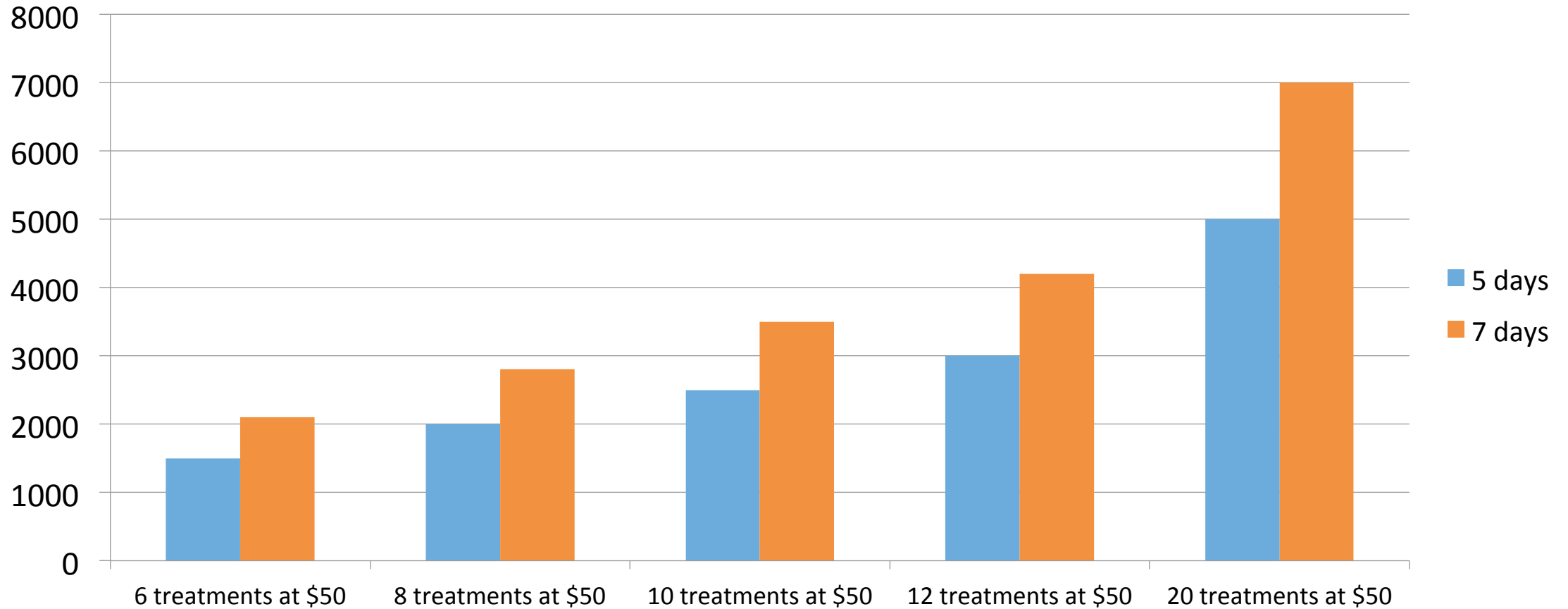
Clearing travel sickness in record time with the help of Equine Salt Therapy.

# THE BENEFITS OF OWNING YOUR OWN BUSINESS

- ✓ Being self-employed has many benefits providing the correct steps are taken to make sure the business stays at the forefront of its respective industry.
- ✓ This is achieved by putting into place the necessary plans to run the business.
- ✓ Firstly creating a 12 month and 5 year sales and marketing and financial plan for the future of the intended growth of the business. This should be monitored on a regular basis enabling the business owner to rectify any shortfalls or inconsistencies occurring in the business immediately.
- ✓ All business success can be achieved by making sure that the business is running as per your planned projections financially and as per lifestyle preferred or required.
- ✓ Appoint an Accountant, and an Insurance Broker.
- ✓ Always remember that it is important that the business owner runs the business and not the business running the owner.
- ✓ Always remember not to rely on reports from your Accountant for control of your planned progression as they are only reporting on past information. It is the business owner's responsibility to keep abreast of regular planning.
- ✓ The choice of developing a transportable salt therapy business run on these lines can be both financially rewarding as well as giving you and your family the lifestyle you require.



# BASED ON BELOW \$50 PER TREATMENT



These figures are based on 5 and 7 day working weeks at \$50 per treatment  
\$100K per annum



# SAMPLE PROFIT AND LOSS STATEMENT

Expenses	1 week	1 month	12 months
Sales income	2,100	8,400	100,800
COG sold	210	840	10,080
Gross Margin	1,890	7,560	90,720
General Expenses:			
Petrol	60	240	2,880
Phone	12	50	600
Insurance	38	150	1,800
Miscellaneous	25	100	1,200
ARDEX system	13	50	600
Total Expenses:	148	590	7,080
<u>PROFIT</u>	<u>1,742</u>	<u>6,970</u>	<u>83,640</u>

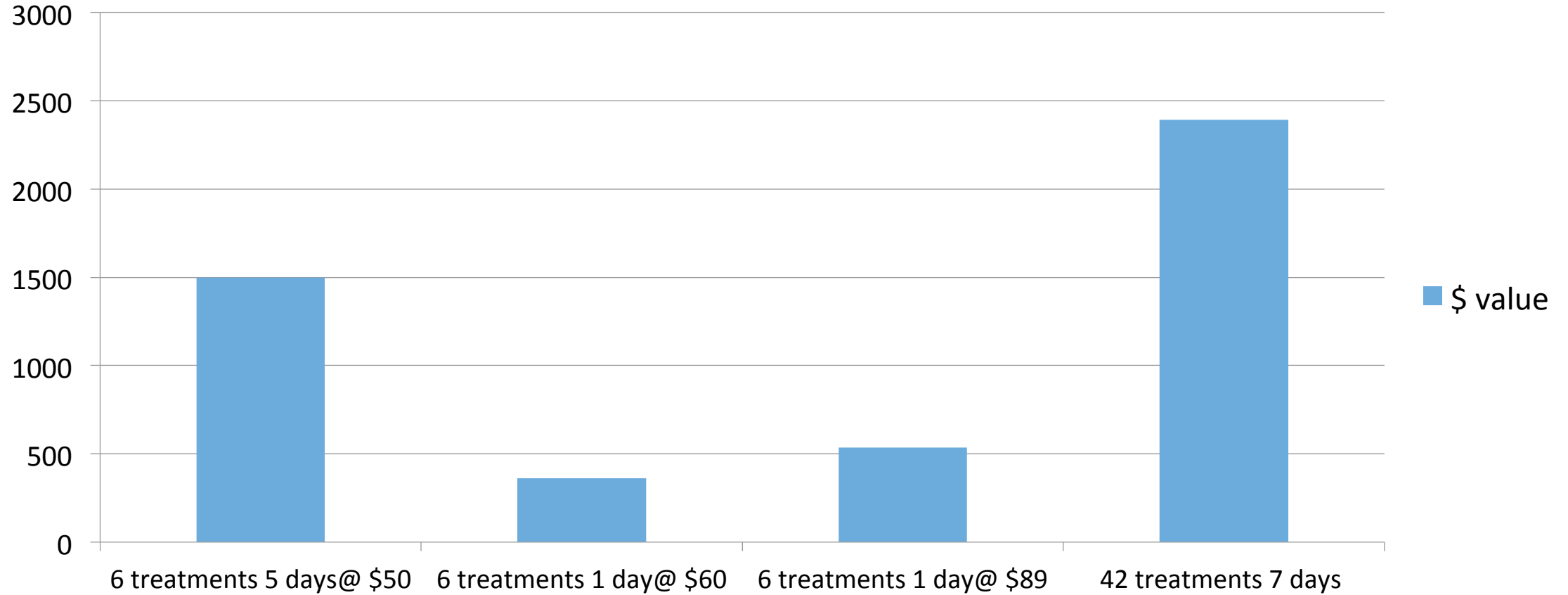
These figures are based on 6 treatments per day at \$50 each.





# THE FUTURE GROWTH

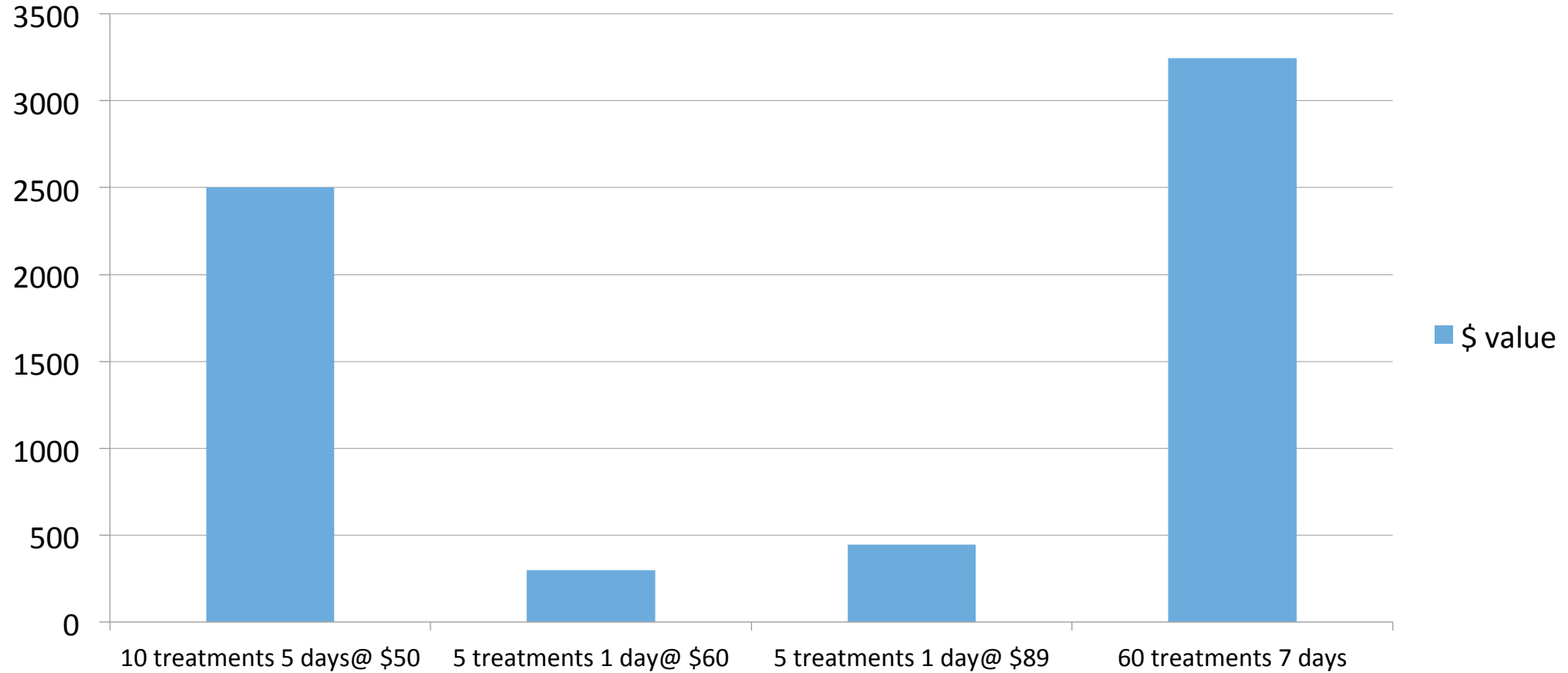
\$ value



Total of 42 treatments - 30 @ \$50, 6 @ \$60, 6 @ \$89  
\$115K per annum

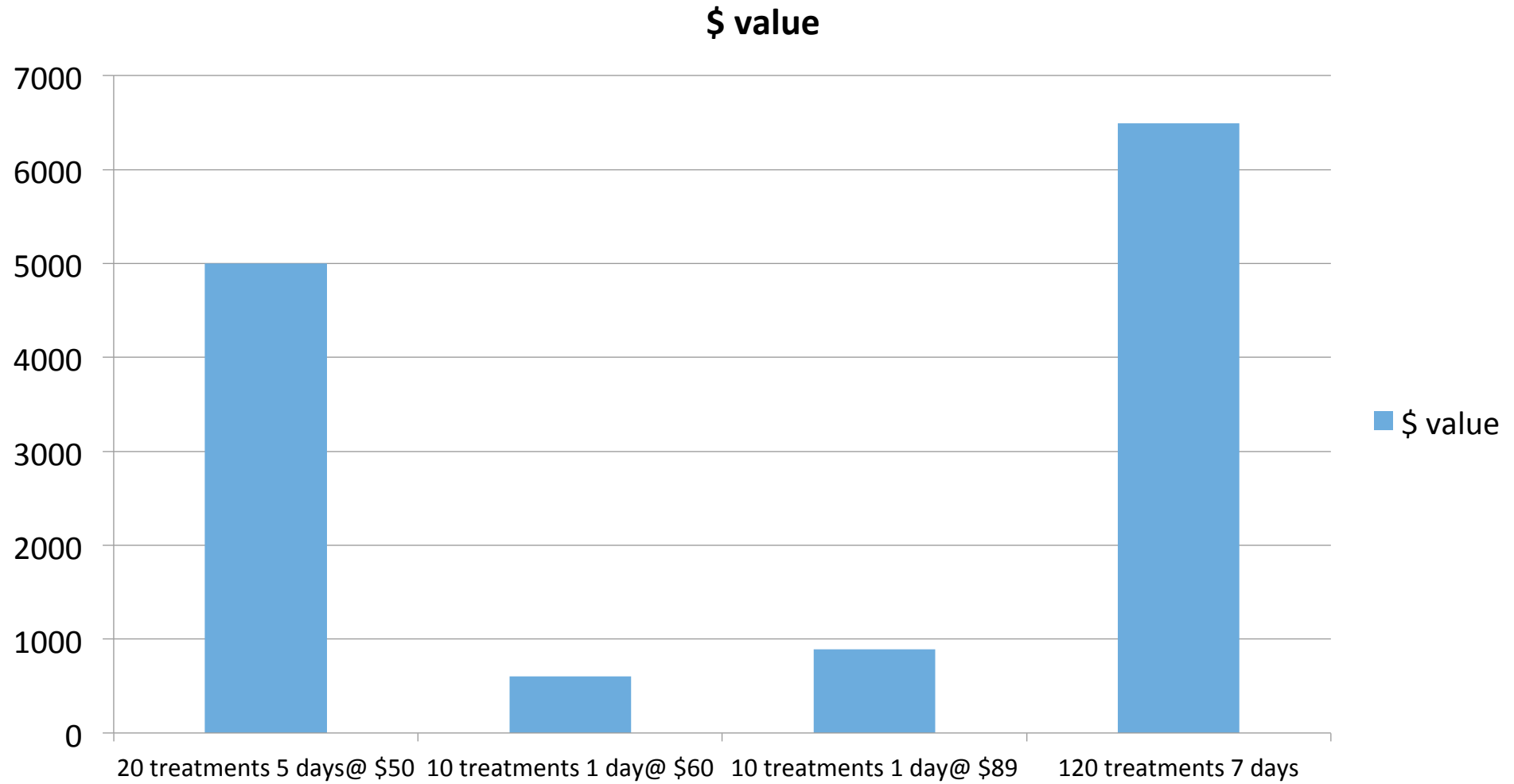
# THE FUTURE GROWTH

\$ value



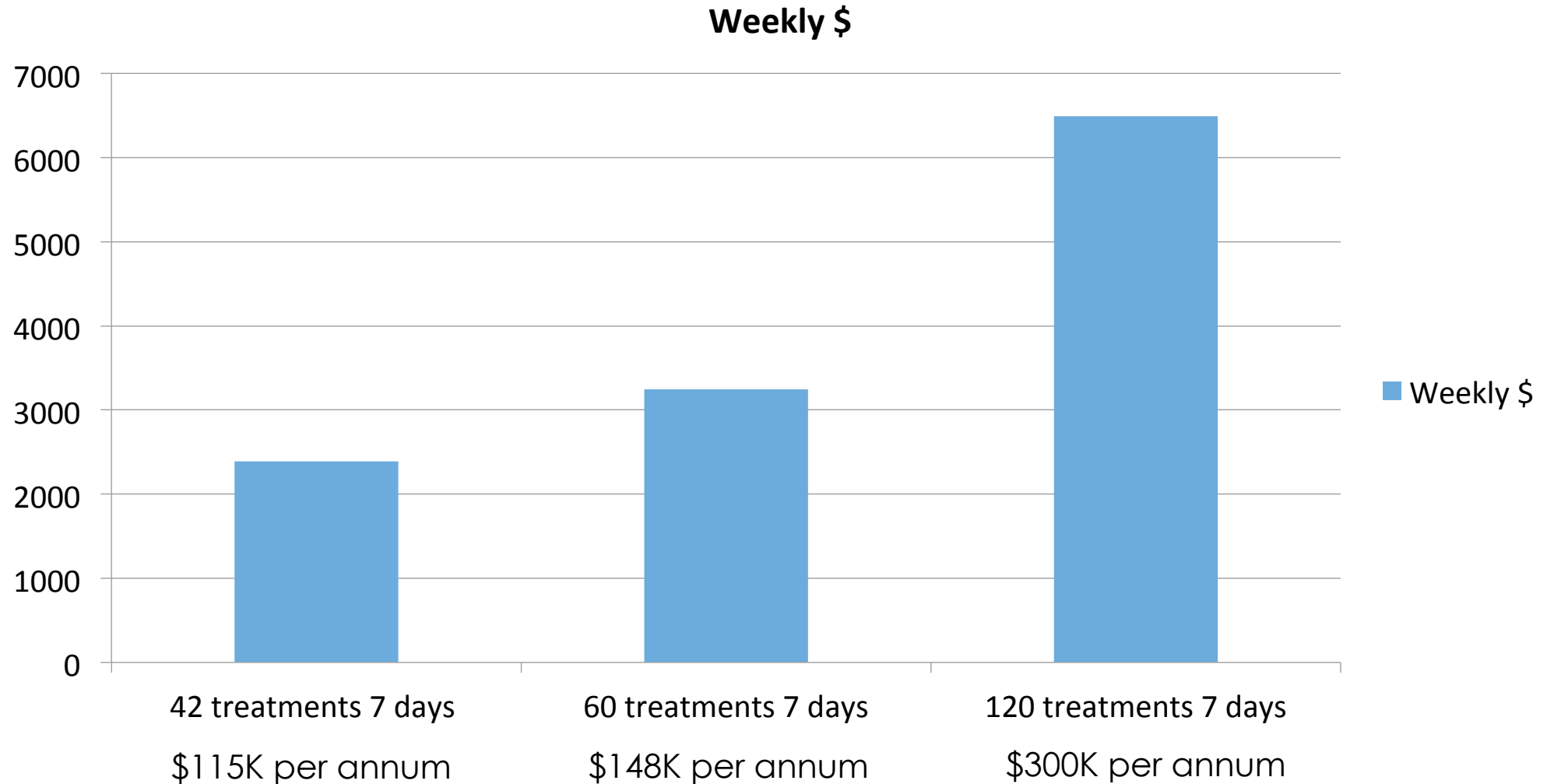
Total of 60 treatments - 50 @ \$50, 5 @ \$60, 5 @ \$89  
\$148K per annum

# THE FUTURE GROWTH



Total of 120 treatments - 100 @ \$50 10 @ \$60 10 @ \$89  
\$300K per annum

# THE FUTURE GROWTH



This is a summary of the previous 3 weekly forecasts



# OTHER INCOME OPPORTUNITIES

## Harness and Greyhound Racing

- Expanding our treatment method and apparatus to the other racing disciplines.

## Livestock, Quarantine, Mounted Police Units

- The Government is highly focussed on reducing antibiotic use in livestock.
- Salt therapy for livestock entering and exiting Australia is natural and humane.
- Drug free effective treatment that helps skin & lung

## Companion Animals

- Salt therapy for cats and dogs has proven to be beneficial. We are currently in the process of gaining expert advice around measured dose rates and times.



# LAUNCHING YOUR BUSINESS

- ✓ Equine Salt therapy Pty Ltd will help launch each new business in its relevant area assisting in advising the new business owner on how to develop their individual advertising as well as promoting the new business at launch.
- ✓ During the training period assist in cold calling on prospective clients as well as teaching the new business owner on how to obtain prospective clients and schedule them into their work program and outlining the importance of developing a client base.



# TRAINING AND SUPPORT - CERTIFICATION

- ✓ Salt Associations automatic induction to the Salt Therapy Association and a Certificate of Compliance on completion of training.
- ✓ Website [www.equinesalttherapy.com](http://www.equinesalttherapy.com).
- ✓ Ardex System - Full training on use of system and connection to recording program whilst in training.
- ✓ The initial training and support on the purchase of the business will include the technical requirements to operate a transportable Equine Salt therapy room as well as the recording methods of the Ardex system. A brief outline of the necessary implementation of sales processes and diary completion will take place in the first two weeks of the operation and ongoing support will be available to the new business owner.



# WARRANTY

Equipment warranty 4 year's and trailer warranty 5 year's.



Photographs show quality of construction of trailer from manufacturer's 5-year warranty.





# APPLICATION



## Equine Salt Therapy Pty Ltd Receipt

Received from: \_\_\_\_\_ Date: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Mobile: \_\_\_\_\_

E-mail: \_\_\_\_\_

The Sum of: \_\_\_\_\_

Being initial deposit on Equine Salt Therapy Pty Ltd Transportable Business for Area ( ), which incorporates the areas covered by suburbs and Post codes.

The applicant acknowledges that this deposit reserves the allocated area for a period of (14 days) after which time the balance of the business fee becomes due and payable. Should the balance not be paid within (14days) after becoming due, the area will be re-assigned to another purchaser, 25% of the deposit will be retained by Equine Salt Therapy Pty Ltd to cover expenses and the balance returned to the applicant.

Total Business Area price \$ \_\_\_\_\_  
 Less deposit paid \$ \_\_\_\_\_  
 Balance paid after (14days) \$ \_\_\_\_\_  
 Total Balance payable \$ \_\_\_\_\_  
 Deposit received by (name) \$ \_\_\_\_\_  
 Received from (signature) \_\_\_\_\_

Payment by cash ( )	Cheque ( )	Credit card ( )	Other ( )
Card Credit Details			
( ) Visa Card	( ) Master Card	( ) American express	( ) Diners
Card Number	Name of Card Holder	Expiry Date	



# TAX INVOICE



**Equine Salt Therapy Pty Ltd**  
 ROYAL RANDWICK SYDNEY | CRANBOURNE TRAINING CENTRE | MELB | AUST

Date:

Tax Invoice

Customer: Warwick Farm Territory  
 ATT: Mr Garry Andrews  
 660 Princess Highway  
 Rockdale NSW 2216 Australia

Quote No : Q2170-2015

Item No	Product Description - territory 2170	Price [AUD]	Total [AUD]
1	Transportable High Performance Salt Recovery Chamber For 1 - 2 horses Supply & fit Gen set 2 KVA 1 Salt Halo Generator to be installed sufficient for Salt Chamber. 1 Dehumidifier sufficient for Salt Chamber.	\$	\$
1	Ardex software maintenance services - \$50 per month + GST. Ongoing cost for practitioners expense.	-	-
1	Ongoing expense for ongoing supply of consumables ie 10% of treatment revenue as outlined in Agreement. Also including: Staff training, operating procedures & hygiene reports Not included: Device preparations, day to day cleaning & maintenance training	-	Included in the 10% Consumable Cost per treatment -
Sub Total [AUD]			\$
GST			\$
Grand Total [AUD]			\$

Payment Terms:  
 Quote Valid for 30 days

- ❖ 10% deposit required upon execution of relevant Business Agreement/s.
- ❖ Delivery time - 6 - 8 weeks
- ❖ Prices including shipment and installation
- ❖ Warranty - 48 months from date of the invoice
- ❖ After sales service - By AUS based service engineers
- ❖ Patent holder: Equine Salt Therapy
- ❖ Quote in AUD

EQUINE SALT THERAPY PTY LTD  
 PO BOX 4007 | MT ELIZA VICTORIA | AUSTRALIA | 3930  
 Phone : +61 414 262 505 | Twitter: equine\_salt  
 info@equinesalttherapy.com | www.equinesalttherapy.com



# WEBSITE AND CONTRACT



[www.equinesalttherapy.com.au](http://www.equinesalttherapy.com.au)

Become Salt Therapy Business Owner Today



## TRANSPORTABLE EQUINE SALT THERAPY BUSINESS SALE AGREEMENT

Between

EQUINE SALT THERAPY PTY LTD

(the supplier)

And

(the owner operator)

1. This Agreement between EQUINE SALT THERAPY PTY LTD registered owners of the Equine Salt Therapy trademark (hereinafter called the Supplier) and ..... (hereinafter called the owner operator) sets out the terms and conditions of trade and the terms and conditions on which the Distributor will retain an *exclusive status* for the state/regions of ..... for the products shown in Annexure A.

By signing this agreement the owner operator acknowledges the attached Intellectual Property Licence Agreement refer to Annexure F and will read and execute this in conjunction with this agreement.

2. The term *exclusive status* by definition is to mean that the supplier guarantees to directly supply only the owner operator during the period of the Agreement and under all the terms of the Agreement within the postcode regions listed herein (see Annexure B).

3. The supplier, to the best of its ability, will use its best endeavors to ensure that other independent owner operators located outside the specified post code regions listed at Annexure B, who may be appointed in other regions during the period of the Agreement, will refrain from selling outside their own specified regions, and further affirms that the supplier shall exclusively supply the owner operator named herein for the specified postcode regions listed in Annexure B.

Link : to Contract

