

## **For Immediate Release –**

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### **Dressage Rider Caroline Roffman Thrilled With Super Joint Solution From Choice Of Champions**

*Wellington, FL (April 9, 2012)* – Dressage rider Caroline Roffman, the winner of the Young Adult Brentina Cup Championship at the 2011 Collecting Gaits Farm/USEF Dressage Festival of Champions, is pleased to be sponsored by Choice of Champions International, a company that specializes in producing supplements designed to aid sport horses. Roffman, who trains with Danish Olympic rider Lars Petersen, had a banner year in 2011 when she not only won the Brentina Cup but also won three Reserve Championships at the 2011 Markel/USEF National Young Horse Dressage Championships.

I am very happy to be working with Choice of Champions because the health of my horses is extremely important to me. I was astonished at the difference the Choice of Champion supplements made in my horses just after a few weeks of use, Caroline said. I have seen a huge difference already in my horse's performance thanks to the Super Joint Solution. I think it is safe to say this product is in a league of its own and I am happy to see and feel the results in my horses.

Super Joint Solution is a unique liquid that repairs joint damage and is absorbed right into the horse's mouth. It helps horses stay free of soreness and stiff joints in all part of their bodies. Powders have low absorption rates and are often left in the bottom of the feed bucket. Injectable joint treatments have a short lifespan, normally between 2-

6 days. When used over time, Super Joint Solution can reduce the need for joint injections.

Allyn Maix, President of Choice of Champions, added, "The Super Joint Solution has a very high milligram content of a complete combination of things beneficial for joints. Many of our customers have also found that combining Super Joint Solution with Ulser Shield and Lung Aid is a three-phase supplement regime that keeps horses competing at their best."

"Caroline's horses are upper level competitors that work hard and need the best in supplements. We are glad that Caroline and her horses have joined our team," Maix said. "I know from experience that Caroline won't be disappointed in our products and that she will really see a difference in the performance capabilities of her upper level horses as well as the young horses she has in training."

In addition to their popular Super Joint Solution, Choice of Champions also offers Ulser Shield, a supplement that promotes the horse's digestion and nutrient absorption, and Lung Aid, a comprehensive conditioner for the lungs that promotes equine respiratory health. "Horses that have known stomach ulcers should go on a course of Omeprazole for treatment, but can be maintained with Ulser Shield. Used in a daily feeding program, Ulser Shield can prevent severe cases of ulcers that would require Omeprazole. It only costs a little over a dollar a day to maintain a horse with Ulser Shield, which promotes digestive health and can help horses deal with the stress of traveling, showing, and training. Our Lung Aid is a comprehensive conditioner for the lungs that promotes equine respiratory health and helps competitive horses recover faster from intensive training and competing. It also reduces coughing and helps with allergies and other respiratory irritation," Maix said.

Choice of Champions International, co-owned by Maix and Sylvia Firestone, is based in Wellington, Florida, and produces a full line of supplements designed to fit the needs of a variety of horses that compete in many different disciplines. Maix encourages horse owners, riders and trainers to try their products, and free samples are available by visiting the Choice of Champions website at [www.choiceofchamps.com](http://www.choiceofchamps.com) or calling 1-800-868-1077.

*Photo: Dressage rider Caroline Roffman, winner of the Young Adult Brentina Cup Championship at the 2011 Collecting Gaits Farm/USEF Dressage Festival of Champions, is pleased to be using Super Joint Solution from Choice of Champions. Roffman believes the joint formula is in a class by itself and she has seen remarkable results on her horses. (Photo courtesy of SusanJStickle.com)*