

# Feeding for the *perfect* horse



Guy Franzi (left) and Wayne Blevins (right).

Wayne shoeing in the Sierra Nevada Mountains.



Trainer, breeder and farrier Wayne Blevins first experienced the positive effects of freshwater blue-green algae when he tried the supplement for himself. He felt it gave him more energy and mental clarity, so decided to see what it might do for his stallion in training. To his surprise, he found the horse seemed to make decisions more quickly. Even more interesting, when Wayne next trimmed the stallion's hooves, he noticed the soles had a clear, plastic look to them. He began to spread the word to his clients, who in turn wanted to try blue-green algae on their own horses.

## A new product is born

In 1996, Wayne formed Gait And Lameness Evaluation (G.A.L.E. Inc.) for the purpose of studying and documenting gait with digital video. He also moved to El Dorado County where the horse population was abundant. It was around this time that he received a life-changing visit from Michael Saiber and Tamera Campbell. They told him they were unhappy with the freeze-dried process for blue-green algae, the only form available at the time, and were harvesting and producing algae that was pure enough for human consumption without processing. They called it E3 Live.

## Team effort

Wayne, Michael and Tamera formed an alliance. Wayne started bottling and selling the product to other farriers and horse professionals, and G.A.L.E. Inc began documenting the results of E3 Live and E3 AFA in horse's hooves through many useful testimonials, and more importantly, clinical case studies.

Around the turn of the 21st century, Wayne met and married Jeannie Blevins, who helped with the farrier business and

selling E3 Live. In 2005, they took on another partner, Guy Franzi. Guy was very interested in what his farrier (Wayne) had to say about algae and what it could do for horses. When Guy's Arab mare developed a case of laminitis and he was told she would never be rideable again, he became a true believer in what good farrier work teamed with good nutrition could do. Guy fed his beloved mare an infusion of the live algae and within six weeks there was enough sole material that Wayne could make a rocker toed shoe and completely relieve the stress to the toe. Within another six weeks they were back on the trail. Today many barefoot trimmers are finding that when their clients feed The Perfect Horse™ E3 Live FOR HORSES, it gives them the quality of hoof material that enables them to keep horses on the trail without the necessity of shoes. Due to the success with his mare, Guy became a devoted working partner to the business and remains so to this day.

Guy's experience in merchandizing, Jeannie's long history in customer service and Wayne's BA in Business and lifetime in the horse business came together to create what is now The Perfect Horse™ (E3 Live for horses) with Crystalloid Electrolyte Sea Minerals. 

