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AlvaHorse Equine Aromatherapy Products



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AlvaHorse



ALVA AROMATHERAPY
PROFESSIONAL CARE. NATURAL BEAUTY.

MADE IN ENGLAND

2025 Brochure.



All about Alva

AlvaHorse and AlvaDog products are not only kind to your pet's skins but also to the environment. They have been developed by one of the UK's top aromatherapists and contain Essential Oils, Aloe Vera and a few selected ones have Welsh Kaolin Clay in too.

Our range of products are suitable for all breeds, types and colours. They help to protect the health and wellbeing as well as enhancing their good looks.

AlvaHorse was established in 1995 by a Welshman called Phil Bowen.



*Photos below: Phil and Rhystyd Dazzler.



In 1992 Phil purchased a Welsh cob colt named Rhystyd Dazzler aka Rusty who grew into a fine horse and Phil was keen to show him off. He extensively searched the market to find a product that would do Rusty justice and enhance his beautiful coat but was unable to find anything. This is when he enlisted the expertise of a top U.K. aromatherapist to help formulate a superior range that was both natural and effective. Bringing out the championship shine to his horse with the use of these products Rusty's coat looked amazing and Phil started showing him as a 5 year old stallion. Rusty went on to become a 'Supreme Champion Horse' 13 times in his short career. In 2007 he was sadly put to sleep after a severe field injury. Despite the fact Rusty was no longer there to shine his best, Phil continued to share his products in Rusty's honour, and spread the Alva love, finding a new passion for helping others to achieve the same shine.

In 1995 AlvaHorse was established, Alva being the Indian word for Aloe Vera. Phil continued to work tirelessly promoting the brand and enhancing the looks of so many champions. It was in early 2003 that AlvaDog was born and to this day the range is ever growing.

In 2023 the reins were handed over to AlvaAromatherapy for them to continue the smooth running of the company, including the development of new products for the future. AlvaAromatherapy is a division of a family run business based in Hove, directed by horse mum and business owner Emma Miles.

Contact

YOUR LOCAL INDEPENDENT DISTRIBUTOR.

Gain from one to one product advice, benefit from local yard deliveries and save on postage and packaging. Experience our product demo's, whether a pamper session with your horse, seeing the products in action or an in depth presentation of our range.



OUR RANGE

Our promise.



Cruelty Free



ECO Friendly



SLS & Paraben Free



*All products in our Horse and Dog range are suitable for foals and puppies 8 weeks and over.



Our product guide

ALVA DAZZLE

MANE, TAIL & FEATHER CONDITIONER



AlvaDazzle helps to detangle hair, eliminate frizz and add manageability while increasing elasticity and strength. Keeping manes, tails and feathers sleek, tangle free and luxuriously soft.

Promoting healthy hair growth, prevents build up of grease and helps protect against rug rubs. The perfect solution to keeping any horse in tip top condition, supporting thick, thin, long or short hair.

A long lasting product that provides a calming aroma, it's not hard to see why it's one of our most popular products in our range.

CONTAINS

Lavender, Geraniol, Limonene.

ASK ABOUT OUR
ALVADOG RANGE



ALVA HORSE

Discovery set

NEW TO OUR PRODUCTS?

WHETHER YOU'RE NEW TO OUR PRODUCTS OR WANT TO USE OUR MINI FAVOURITES ON THE GO, WE'VE CRAFTED THIS TRAVEL FRIENDLY COLLECTION FOR YOU.

*CONTAINS 250ML
ALVACLEANSE NO RINSE WASH,
ALVAPARKLE COAT CONDITIONER,
ALVADAZZLE, MANE, TAIL & FEATHER DETANGLER

ALVA SPARKLE



COAT CONDITIONER



A premium equine coat enhancer and conditioning spray that is easy to use and gives a long-lasting high shine finish.

This product is a perfect all year round body conditioner, to keep their coats hydrated and nourished. Additionally helps prevent dust and dirt from penetrating the coat, reducing stable stains and is especially fitting when it's too warm to rug but the ground is beginning to develop mud. This non-greasy product, refreshes and protects both skin and coat from dehydration and discomfort caused by rug rubs, bacterial skin issues, scurf and more. Enhances the coat's natural shine, not creating a 'fake shine', meaning this spray is effective and long lasting.

CONTAINS

Caplyl Glycol.

ALVA CLEANSE

RELAXING NO RINSE WASH



Our no rinse wash is perfect after exercise washing away sweat, grease and dirt. As well as last minute tasks such as pre clipping baths, hot clothing and removing stable and grass stains.

What makes our no rinse wash different?

Formulated with TeaTree & Grapefruit Essential Oils to clean the coat by removing the dirt and lifting the grease. Lavender essential oils for a relaxing experience and the bonus of Oat Kernel extracts for a smoother, softer skin & coat. This fantastic product helps gently cleanse the coat without the need to rinse. Perfect all year round use, especially when the amount of water, time and temperature can be against us.

CONTAINS

Oat Kernel Extracts, Aloe Vera Leaf Juice, Lavender, Teatree & Grapefruit Oil.

ALVA OUDLALA

MADE EXCLUSIVELY BY
TORS

TACK AND LEATHER BALM



We teamed up with Tors Equestrian to produce our very own tack balm 'Oud la la'.

A natural and environmentally friendly product, containing nourishing and hydrating ingredients including beeswax which has waterproofing properties and leaves the leather looking revitalised. A premium quality tack balm that leaves the leather smelling amazing with our lush aroma of Oud and lavender.

For best results, apply sparingly to clean dry leather using a sponge. Massage into leather in circular motions then buff with a microfibre cloth.

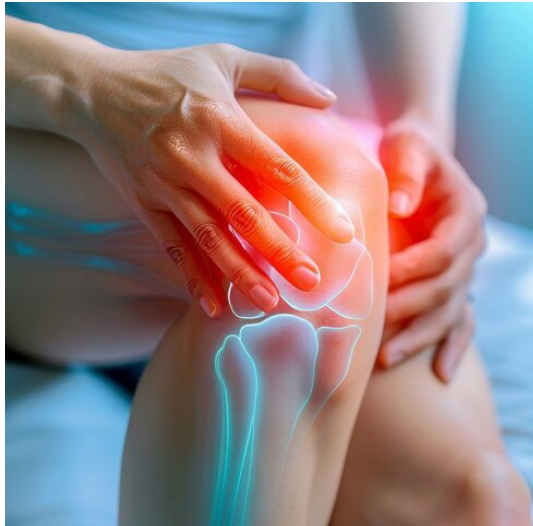
CONTAINS

Avocado Oil, Lanolin, Beeswax, Shea Butter, Oud, Lavender Oil.



ALVA MASSAGE

JOINT & MUSCLE CREAM



A massage cream formulated to ease muscle & joint pains in both horse & rider.

It is made using a combination of essential oils and Alva's moisturising cream. Containing Marjoram which promotes blood circulation and a natural relief of nerve pain, helping those suffering from sore tight muscles, joint pain, arthritis and Sciatica.

It can be applied before or after exercise to help reduce stiffness and reduce build up of toxins.

CONTAINS

Clove Leaf, Lemon & Grape seed oil, Cajeput, Marjoram, Aloe Vera, Vitamin E.

ALVA FRESH

REFRESHING NO RINSE WASH



Our no rinse wash is a great product to help tackle last minute tasks, washing away sweat, grease and dirt.

This product helps gently cleanse the coat without the need to rinse. Perfect when the amount of water, time and temperature can be against us. Similar to our AlvaCleanse No Rinse wash, formulated to actually clean the coat instead of just being 'scented water'.

A perfect product for after exercise, to wash away the sweat and provide a refreshing cool down after a ride, providing a sweet but effective aroma to deter the pesky flies. Also containing oat kernel extracts making the coat smoother, softer and shiny complimenting the use for hot clothing too.

CONTAINS

Mandarin, Geranium, Ylang Ylang, Oat kernel Extracts, Aloe Vera Leaf Juice.

ALVA GLEAM

ULTIMATE COAT GLOSS



Our long lasting high shine coat gloss used to create the perfect turnout look. AlvaGleam is a unique conditioner formulation, including extra coat gloss and essential oils, perfect for that total body shine and creates eye catching quarter marks. This product maximises coat shine and gives a high gloss finish. Includes citronella substitute to deter flies and midges meaning your horse can focus on its performance without the added distraction of flies & insect bites.

AlvaGleam is best applied to a clean coat about an hour before exhibiting. As the coat is drying, it is polished off with a brush or for the perfectionist, a velvet cloth can be used to create the ultimate finish.

CONTAINS

Lavender, Eucalyptus & Teatree Leaf Oil, Geraniol, Citronella Substitute, Extra Coat Gloss.

ALVA MIRACLE

WOUND CREAM



A very versatile and powerful antibacterial cream that is specially formulated to help soothe minor open wounds, cuts and sores. Used for both horse and human, containing natural moisturising properties to help rejuvenate and tone damaged skin. It is very beneficial in helping to ease the effects of sunburn, heat and nettle rash and helping to maintain healthy skin. Soothing and healing sunburn and insect bites and stings.

An extremely popular product for horses with mud fever and other bacterial skin conditions. Also horses suffering from Mallanders and sallanders and sweet itch when they have rubbed themselves raw.

*Now available in 100g tubes**

CONTAINS

TeaTree, Sunflower Oil, Coconut Oil, Almond Oil, Jojoba Oil, Cocoa Butter, Lemoni, Red Algae Seaweed, Vitamin E.

ALVA PROTECT

MITE, FLEA & TICK SPRAY



AlvaProtect is a natural defence general spray or sponge on product. Preventing ticks is always better than having to remove them. Ticks are blind and find their hosts by detecting ammonia which is given off by a horse's breath and body during sweating or by sensing heat, moisture and vibrations. Ticks are most often found on a horse's chest, underbelly, mane, tail or the inside of their flank. Feather mites seem to most commonly affect feathered horses, but any horse can be infected. The feeding and crawling action of the mites causes irritation, making the horse itchy. AlvaProtect is used to initially treat feather mites. Ensure the solution gets right down to the skin where the Mites come into contact with it.

CONTAINS

Neem, Catnip, Camphor Oil.

ALVA SHADOW

ULTIMATE EYE & MUZZLE HIGHLIGHTER



The health benefits of this product are endless, a customer favourite for reducing inflammation, pollen allergies, head shaking, and also for its calming benefits for nervous or worried travellers, box walkers and those that need a bit more focus in the ring. Grapeseed oil contains a powerful antioxidant that evens out skin tone, improves the skin's elasticity, softness and moisture. Proven to be more efficient and effective at preserving the skin. The powerful antioxidants in Grapeseed oil can protect the skin from sun damage helping to protect the skin from absorbing the full damage of UV rays. Lavender is a natural antihistamine known to help reduce inflammation and can help soothe irritation and calm breathing.

CONTAINS

Lavender, Grapeseed Oil.

ALVA TEATREE

SHAMPOO



This shampoo has been carefully formulated to gently cleanse the coat, whilst removing grease & dirt. Soothes and cools the skin whilst ensuring that you don't develop the dreaded 'scurf'. Emitting a lovely tea tree oil aroma and providing antibacterial properties and acts as a natural deterrent to flies, leaving the coat smooth and beautifully clean. **pH neutral to your horse's skin** ensuring it's kind but effective. Using a shampoo that is too high or too low on the pH scale, might interfere with your horse's natural pH balance, causing hair damage and skin irritation. Symptoms such as, dry, dehydrated, red, irritated and even alteration in bacterial flora can occur.

CONTAINS

TeaTree Leaf Oil, Limonene..

ALVA SWEET

ITCH CONTROLLER



Helps soothe itching and reduces suffering caused by midges, gnats and flies. Protecting and preventing as well as providing healing and relief. This product is a great preventative and recovery treatment for horses that suffer with sweet itch and all round itchiness.

When the tea tree oil is combined with our other ingredients, AlvaSweet becomes an effective insect repellent but also promotes recovery from itchiness and healthier skin. The antiseptic properties treat minor injuries caused by horse flies by boosting white cells. A spray or sponge solution, we recommend applying the product directly to the itchy area and rub into the roots of the hair.

CONTAINS

Teatree Leaf Oil,, Benzyl Alcohol, Limonene.

ALVA SHIELD



FLY SPRAY



A Natural and Effective Way to Keep Your horse Fly-Free.
AlvaShield, is a chemical free, effective coat spray that contains eucalyptus oil and a citronella substitute, mixed with our moisturising lotion. Horses and ponies gain real benefits by protecting them from a variety of flying insects.

The aromatherapy oils create a zone around the Horse, the essential oils evaporate from the horse's body heat throughout the day, creating the 'zone'. This means that flies may appear around the horse but will not make contact, safeguarding them from bites, stings and irritation.

CONTAINS

Eucalyptus, Citronello, Limonene, Linalool.

ALVA NEEM

SHAMPOO



This shampoo moisturises hair from root to tip and maintains the health of the skin. Neem oil can soothe dryness, repair damage and remove bacteria, helping stop the horse from feeling irritated and itchy through the coat change and enhancing their natural glow keeping it in top condition.

Known to help horses with hives, mites and aids hair regrowth.

Neem actively cleanses and strengthens hair follicles, increases blood circulation and promotes stronger, healthier roots and softened, stronger, and healthier hair coat. Our neem shampoo is also very effective for grey horse's or horse's with white markings, by brightening the skin tone and increases the natural glow, this causes the white hair to lift and brighten.

CONTAINS

Neem Seed Oil..

ALVA MAGIC

STAIN REMOVER



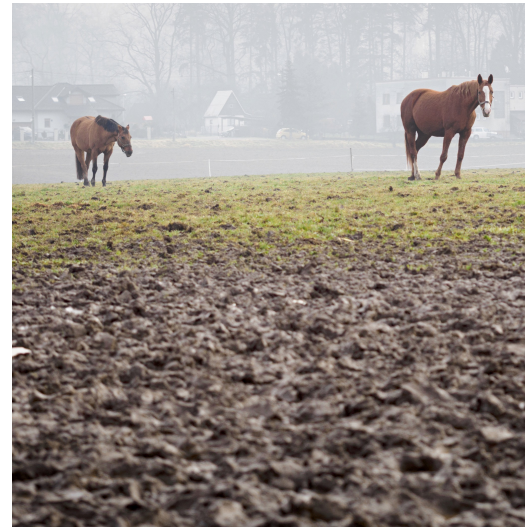
Formulated with Welsh Kaolin Clay and Orange essential oils. Acting as an exfoliant, removing excess skin cells, oil and dandruff, to establish healthier, shinier hair from root to tip. The orange essential oils are a great whitening ingredient as well as improving inflammation and acne. The Kaolin clay is beneficial to remove toxins and nourishes the skin and hair strands. Strengthens the coat and prevents hair loss by cleaning hair follicles so they can continue to grow thicker and remain healthy.

CONTAINS

Orange Essential Oil, Kaolin Clay.

ALVA BARRIER

MUD & RAIN PROTECTOR



AlvaBarrier conditions and protects the skin and fur, reducing problems caused by the mud and rain.

What makes this product different?

AlvaBarrier is a product that stands out from the rest through easy application and not being a heavy oil based product. This means that it still allows the skin to breathe and won't clog hair follicles. You don't need to wash the product off after use and when bath time does come around, it's not filled with endless scrubbing and still feeling like the oil is clinging to the coat. Prevents bog burn by protecting the feathers from becoming brittle, and protects against skin conditions such as rain-scald or mud fever.

CONTAINS

Limonene, Linalool, Geraniol, Lavender & TeaTree Leaf Oil.