



TWELVE REASONS WHY A COST/BENEFIT ANALYSIS ON THE BITLESS BRIDLE SHOWS IT TO BE AN ECONOMIC BARGAIN

"We all know how the size of sums of money appears to vary in a remarkable way according as they are being paid in or paid out.

- Julian Huxley (Essays of a Biologist)

If, on first glance, The Bitless Bridle should seem expensive, consider for a moment the real economic and humanitarian costs of using a bitted bridle or any of the other bitless bridles on the market, all of which are pain-based.

- What price are you paying by using the bit method of communication, when **bits cause over a hundred problems** for you and your horse?¹
- What is the price of **pain**? How much would you pay to free your horse from the pain of the bit and the legion of problems caused by pain?
- What is the price of **safety**? How much would you pay to increase your own safety and reduce the likelihood of costly accidents to yourself and your horse?
- What is the price of **pleasure**? How much would you pay to ensure that both you and your horse actually enjoy the exercise?
- What is the price of **poor performance**, slow progress or even stagnation with training, and a feeling of disappointment with yourself and your bitted horse?
- What is the price of a true **partnership** with your horse? How much would you pay to establish the harmony that is the hallmark of good horsemanship?
- What is the price of **trying to cure problems without removing their cause**? How much does it cost in time and patience, in training fees, veterinary fees, and sheer frustration, trying to cure problems that can only be cured by removing the bit?
- What is **the real price of a bitted bridle**? How much have you spent, or might you spend, in searching for the 'correct' bit for your horse's mouth?²
- How much does it cost you a week to keep your horse? Does it not make sense to spend less than this for a bridle of superior design that is **compatible with the physiological needs of your horse** and will serve you well for years?
- **How much does it cost you personally, in fear and apprehension**, riding a horse that is made nervous by the bit ... spooky, tense, and unpredictable?
- How much does it cost you to **sell & replace a horse** that 'fails to accept the bit'? Does it not make more sense to remove the bit and discover that you have a perfectly good horse already and one that is far better than you ever realized?
- Can you afford not to invest in The Bitless Bridle; **the only major advance in communication between the human hand and the horse's head** since the horse was first domesticated, six thousand years ago?

¹ Visit www.bitlessbridle.com and click on 'Articles/questionnaire' to see a listing of these problems

² The 'key' to a horse's mouth is no bit at all