

For immediate release:

DNA Horse Control Sensor is now available in the Italian market.

We are living in a period where health, lifestyle, individual food and training programs are more and more acceptable. Now this opportunity is available for horses, DNA Horse Control Sensor.

The Swedish innovation company Sjöhagen Wear has as the main global distributor signed a local distributor agreement with Equidiets for the Italian speaking part of EU market.

For a period of time DNA analysis has been an opportunity but the existing methods are based on single analyses and very limited reports. The partners behind the DNA Horse Control Sensor, have the vision of creating a health test with documentation in a "popular" non expert version. It is not the question of finding defected genes but more to prevent and to gain knowledge of the individual settings for a more healthy life based on the individual knowledge of the genes collaborations.

Sjöhagen Wear is a well established company in the equestrian industry with a solid experience in textile and technology. We are focusing on products in the area of smart textiles, technology and health and are very satisfied to have the partnership with Equidiets in order to fulfill the global needs for this service says CEO of Sjöhagen Wear, Lars-Göran Fröjd.

We are very proud to join this future oriented project with a view of take care of the individual horse at all times, says Marketing Director of Equidiets, Marcello Hinxman-Allegri. This service gives a solid ground to give the individual horse the right food and exercise.

The Novogenia group of companies goes back to the year 2001, when the first of its companies, GenoSense Diagnostics was founded in Austria, Vienna for Human DNA projects. To date the Novogenia Group forms the world's largest network of more than 100 medical genetic laboratories collaborating to create an impressive portfolio of more than 3200 different medical genetic tests.

For more information:

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