

by Helen Abrams
photos by Justina Reinhart
and The Infused Equestrian

Summer Elevated

A Conversation with The Infused Equestrian



As the season shifts and long, sun-soaked days return to the barn, summer grooming becomes less about routine—and more about intention. With heat, sweat, and insects in full force, riders are rethinking what they put on their horses and themselves. Enter The Infused Equestrian, a line of non-toxic, essential oil-infused grooming products designed to deliver both performance and sensory experience.

We sat down with the brand to talk summer essentials, thoughtful care, and how to keep horses feeling (and looking) their best all season long.

HORSE & STYLE: *Summer brings heat, sweat, and more time in the sun—what's the biggest mistake riders make this time of year?*

TIE: A big mistake riders make is trying to solve summer challenges with “more” instead of “better.” More sprays, more

washes, more products. But often those products are loaded with harsh chemicals and names you can't pronounce. Those ingredients strip skin, dull the coat, create irritation, and leave horses uncomfortable. At The Infused Equestrian, we design products with therapeutic-grade essential oils and clean, recognizable ingredients because a healthy horse starts with simple formulations that support natural balance and brilliance...not synthetic overload.

H&S: *What are your go-to summer essentials from your line?*

TIE: First and foremost, Wham Bam. A Coat Spray & Repellent is a must-have for summer. This was our very first product and remains a best-selling formula. Twenty-one essential oils were carefully selected to repel insects while keeping a fresh, natural scent instead of a chemical-heavy one. It's the best smelling insect spray you'll encounter.

With regular application, the formula works hard during long days in the ring while remaining safe and pleasant for both horse and rider. We like to think of it as fighting nature with nature.

Then there's Noggin. A Fresh Helmet Spray & More. Originally curated as a custom offering for a popular subscription box, Noggin offers riders a clean, effective way to refresh gear without machine-washing or toxic sprays. It neutralizes bacteria and odors on helmets, gloves, boots, air vests, and more with ingredients you'd actually want near your skin. Approved by multiple vest manufacturers, our formula evaporates quickly, pulling moisture away from the foam and mesh of your body protector.

Our internal and manufacturer testing shows zero degradation to technical fabrics leaving you just a bone-dry, deodorized vest that's ready to ride when you are. We'd





rather give you a product that actually works than a ‘fear-free’ formula that leaves your gear soggy. Noggin has become the best seller in its category for good reason.

For newcomers, our Champion’s Companion starter set is a great way to experience a range of thoughtfully curated products that work together seamlessly.

H&S: Fly control is a huge concern in summer—how do you approach it differently?

TIE: We don’t scare people into using products. We empower them with formulations that make sense. Wham Bam repels insects through plant-based essential oils, not synthetics or fear-based claims. Each oil has a purpose; citronella for flies,

peppermint for ants and mosquitoes, rosemary for general repellent support. The result is protection and a coat shine that’s both effective and intuitive. You know exactly what’s on your horse and why it’s there. And, did we mention it’s safe for you to use on yourself too? Use it anytime you are riding, in the garden, cutting the grass or sitting ringside.

H&S: How can riders maintain a healthy coat through constant washing in the summer months?

TIE: Bathing more doesn’t have to mean drying out or frustrating the skin’s natural defenses. Splash. An Intensifying Shampoo was formulated as a 5-in-1 solution. It cleans, conditions, moisturizes, detangles,

and deodorizes. With 98.25% naturally derived ingredients like coconut, palm, oatmeal, and aloe, this shampoo locks in moisture, leaving skin happy, hydrated, and itch-free while coats stay soft, shiny, and oh-so-snuggly. That means you’re not just cleaning, you’re supporting the coat’s natural health. Frequent washes become beneficial care, not damage control.

H&S: What about post-ride recovery in the heat?

TIE: Recovery should be as intentional as the ride itself. Comfort. A Liniment uses 100% pure therapeutic essential oils. We keep it simple with peppermint, spearmint, ginger, and tea tree. These oils are blended in an aloe base that soothes tired legs,

supports circulation, and cools heat-stressed tissue. It’s strong enough for horses yet gentle enough to use on yourself after a long day in the saddle. No harsh chemicals to burn your hands or horse’s legs. No guesswork. Just targeted, clean support.

H&S: You also create products for riders. How does that tie into your philosophy?

TIE: Our products are grounded in one simple question: If you wouldn’t put it on your own skin, why put it on your horse? That mindset drives every formulation. Whether it’s gear refreshers like Noggin or conditioners for hooves, hair and skin, we stick to ingredients you understand and can pronounce. Everything we do is 100% transparent. We never use mysterious synthetics. The Infused Equestrian is elevated care that feels good, smells exquisite, and performs beautifully for both horses and humans.

H&S: Your products are known for being clean and competition-safe. Why is that so important?

TIE: Riders shouldn’t have to choose between performance and peace of mind. Our entire line is formulated to align with USEF and FEI banned substance standards, so you can groom, show, and compete with confidence. There are no hidden surprises, no guesswork. When ingredients are transparent and intentional, your routine becomes a source of trust, not anxiety.

H&S: Any final summer tips for Horse & Style readers?

TIE: Let your horse shine this summer and beyond. Start with clean, natural products, keep your routine simple, and pay attention to comfort and coat health. Small choices make a big difference. Groom with clarity. Compete with confidence. **H&S**

Discover the full product line at The Infused Equestrian and elevate your summer grooming routine with products designed to perform beautifully from barn to ring. To purchase, visit: theinfusedequestrian.com.



Summer Grooming Checklist

A quick-reference guide for effortless warm-weather care

Daily Essentials

- Apply a natural fly spray like Wham Bam before turnout or riding
- Brush lightly to remove dust, sweat, and debris
- Check for irritation, bites, or dry patches

Post-Ride Reset

- Rinse or spot-clean sweat marks
- Apply a cooling liniment such as Comfort to legs and muscles
- Refresh coat with a lightweight spray like Shiny, our mane & tail conditioner

Weekly Routine

- Bathe with a gentle, hydrating shampoo like Splash, our intensifying 5-in-1 shampoo
- Condition mane and tail with Shiny to prevent breakage
- Apply Pedi, our hoof conditioner, to stimulate growth and maintain healthy hooves

Tack + Rider Care

- Clean bits regularly to prevent gunk buildup using Pure Bit Wipes for an easy, effective deep cleanse
- Refresh helmet and gear with Noggin, our natural spray
- Use calming essential oil blends for yourself, and extend that calm to your horse with @The In Gate, our rider roll-on

Pro Tips

- Groom in shaded areas or cooler parts of the day
- Avoid over-washing—balance is key
- Choose non-toxic products safe for daily use