



# The Ritual of Tack Care

How a simple barn routine inspired the creation of Tack Butter and why thoughtful leather care remains one of the most timeless traditions in horsemanship.

For many riders, the day rarely ends when the horse is untacked. Instead, it continues quietly in the tack room, where bridles are wiped down, saddles are carefully cleaned, and leather is restored after another ride. These small moments of care are so ingrained in equestrian life that they often go unnoticed, but they represent one of the sport's most enduring traditions.

Tack care is more than a practical task. It is a ritual that reflects the values of horsemanship: patience, respect for craftsmanship, and appreciation for the tools that support both horse and rider. Saddles and bridles are often significant investments, and when properly maintained, they can last for decades, developing the rich patina and character that only time and use can create.

Yet for many riders, the products traditionally used to clean tack have remained largely unchanged for generations. Glycerin soaps, heavy oils, and wax based conditioners have long filled tack trunks and barn shelves, sometimes leaving residue

or requiring multiple steps to properly clean and condition leather.

As equestrians increasingly look toward natural and simplified solutions across their barns, from horse care to rider wellness, the tack room is evolving as well. That shift toward more thoughtful leather care is part of what inspired the creation of Tack Butter, a leather conditioner and cleaner developed by equestrian entrepreneur Rochelle Woodeshick. Like many riders, Woodeshick spent years cleaning tack and searching for a product that would effectively nourish leather without relying on harsh or overly complicated formulas.

The idea for Tack Butter began not in a laboratory, but in the familiar environment of the barn. Woodeshick, a lifelong rider, understood firsthand the importance of maintaining tack while balancing the busy rhythms of riding, training, and horse care. She set out to create a product that would simplify the process while still delivering the level of conditioning that quality leather requires.

The result was a natural leather conditioner designed to clean and nourish tack with ease. Made with ingredients such as avocado oil, cocoa butter, and beeswax, the formula was created to restore suppleness to leather while protecting it from dryness and wear. While Tack Butter can clean and condition in one step, many riders find the best results come from first removing visible dirt with the natural spray wash, then applying the conditioner for a deeper, more tailored finish.

In developing the product, Woodeshick collaborated with Olympic groom Emma Ford, whose experience in three-day eventing offered valuable insight into how the product would perform in demanding barn environments. From international competition stables to everyday training barns, the goal was the same: to create a leather care product that riders could rely on.

Beyond the barn, Tack Butter also reflects a deeper sense of purpose. The brand supports philanthropic efforts within the equestrian



## Product Spotlight: Tack Butter

Designed by riders for riders, Tack Butter is a natural leather conditioner created to simplify tack care while protecting the quality of fine leather.

### Why Riders Love It

- Cleans and conditions leather with ease, especially when paired with the natural spray wash for pre cleaning
- Made with natural ingredients including avocado oil, cocoa butter, and beeswax
- Helps maintain softness and longevity of saddles, bridles, and boots
- Safe to use frequently without damaging delicate leather
- Developed with input from Olympic groom Emma Ford

From Pony Club tack rooms to professional show barns, Tack Butter has become a go-to product for riders who want an efficient yet thoughtful approach to leather care.

*Learn More at [tackbutter.com](http://tackbutter.com)*

community, including contributing to the recovery journey of Lee Lee Jones, a reminder that horsemanship extends beyond care of equipment to care for one another.

“At its heart, horsemanship is about more than what we ride or the tack we use; it is about the people we stand beside. Supporting Lee Lee’s recovery journey is simply an extension of the same care we bring into the barn every day.”

This spirit of community and compassion is woven into the brand’s identity, reinforcing the idea that the rituals of the sport are not only about preservation, but about connection.

Today, Tack Butter has found its way into tack rooms across a range of disciplines, from Pony Club riders learning the basics of tack maintenance to professional grooms responsible for caring for equipment worth thousands of dollars. What resonates with many riders is not only the product’s effectiveness but the philosophy behind it. Tack care, after all, is rarely just about the leather itself.

For many riders, it is a quiet moment at the end of the day when the barn grows still and the pace slows. Cleaning tack offers a chance to reflect on the ride, to notice the details of well worn reins or the softness of a saddle that has carried countless hours of work and partnership.

In an era when technology continues to reshape many aspects of sport, these traditional rituals remain unchanged. The act of caring for tack connects riders to generations of horsemen and women who have followed the same routines, cleaning, conditioning, and preserving the tools of their craft.

It is perhaps no surprise that a product like Tack Butter emerged from this environment. Rather than replacing tradition, it reflects a modern interpretation of it, simplifying the process while honoring the importance of proper leather care.

Because at the heart of horsemanship lies an understanding that the smallest details matter. The care given to a horse, the attention paid to equipment, and the quiet rituals of the barn all contribute to the larger story of the sport. **H&S**



Rochelle with Lee Lee Jones

**Founder Q&A:  
Rochelle Woodshick, Cre-  
ator of  
Tack Butter**

*H&S: What inspired you to create Tack Butter?*

**RW:** Like many riders, I spent years cleaning tack and was constantly searching for a product that was both effective and natural. I wanted something simple that would clean and nourish leather without harsh chemicals. That idea eventually became Tack Butter.

*H&S: What makes Tack Butter different from traditional tack cleaners?*

**RW:** Most traditional products rely on heavy oils and harsh chemicals that can sit on the surface of the leather or build up over time. Tack Butter goes on smoothly and can be layered, allowing riders to condition their leather to the exact level they prefer while still keeping the material breathable and healthy.

*H&S: How did your background in riding influence the product?*

**RW:** Being around horses my whole life meant I understood the importance of good tack care. Saddles and bridles are significant investments, and riders want products that help protect them while fitting naturally into their daily barn routine.

*H&S: What role did Olympic groom Emma Ford play in the development?*

**RW:** Emma's expertise caring for top-level 3 day eventing tack was invaluable. Her insight helped ensure the product would perform well in professional barn environments.

*H&S: What do you hope riders feel when they use Tack Butter?*

**RW:** I hope it brings a little enjoyment back into the tack-cleaning ritual. Those quiet moments in the tack room are part of the rhythm of riding, and caring for our equipment is part of honoring the sport.