



Advanced Cetyl M[®] Joint Action Formula

The family behind Advanced Cetyl M[®] Joint Action Formula

Dori & Gary Simonton are the animal lovers and owners of Response Products, Incorporated. They're also the driving force behind Advanced Cetyl M[®] Joint Action Formula.

Twelve horses. Two dogs. Four active daughters and horse shows and rodeos every weekend. Dori and Gary Simonton have seen their share of joint pain in animals—and it spurred them to start up a new business in 1999 they called Response Products, Inc.

The Simontons live on a ranch near Broken Bow, Nebraska—nestled in the legendary Nebraska Sandhills where virtually everyone owns a few horses and a couple of dogs. Where weekends consist of loading up the pickup and the trailer and heading off to competitions—and the weekdays are spent taking care of livestock and companion animals.

Personal experience with joint pain got Dori started, working with chemists and veterinarians to create two Advanced Cetyl M[®] Joint Action Formulas—one for horses and the other for dogs. "I'd become aware of cetyl myristoleate as a human joint supplement and had used it myself," she says. "After seeing animals suffer from joint pain, and since it worked even better than I could have imagined for me, I began to think about finding a way to create a product that would be effective, easy to administer and helpful for horses and other animals, particularly dogs."

Dori and Gary had seen first-hand how performance horses put tremendous stress on their joints. "Our daughters were active in horse shows and rodeos —and we had two different horses that suffered from joint problems," she added. "We tried glucosamine and every other product on the market, but we just couldn't help them."

That frustration led the Simonton's to work for several years on developing just the right formulation for Advanced Cetyl M[®]—a journey that eventually led them to one of the most respected nutraceutical manufacturers in the nation.

"Our four daughters have done well in horse shows and rodeos across the state—and every horse we ride is on Advanced Cetyl M[®]," says Dori. "We purchase horses that most people have given up on—and Advanced Cetyl M[®] helps them get back into competitive form."

The Simonton's most compelling personal experience with Advanced Cetyl M[®] involved their horse, Jacob—a son of the well-known pleasure horse Mr. Jaguar.

"When he was 19, Jacob got cranky and started bucking when the kids rode him," Dori recalls. "And in 4-H Western Pleasure competition, he simply would not take his right lead—apparently to avoid pain. He was well on his way to becoming a pasture ornament."

At about the same time, Dori and Gary were closing in on the right formulation for Advanced Cetyl M[®] Joint Action Formula for Horses—and Jacob became the "poster horse" for the success of this innovative joint action formula. "He's now 26 years old and he consistently wins or takes reserve in virtually every 4-H Western Pleasure competition he's in," Dori adds. "We are so enthusiastic about Advanced Cetyl M[®] because we've seen it absolutely change the life and attitude of our own horses!"

Jake is Dori and Gary's eight-year-old Golden Retriever-Yellow Lab mix—and he, too, is enjoying the benefits of Advanced Cetyl M[®] after being extremely gimpy. "At first, our kids were responsible for making sure that Jake got his Advanced Cetyl M[®]—and we just weren't seeing the kind of response that we expected," Gary explains. "Then we realized that the kids just weren't being as consistent as necessary, so we started making sure that Jake got his 'medicine' every day—and now he's feeling so good that he runs off with our daughter's standard poodle on day-long field trips around the ranch!"

Another example is Coby, an adorable paint who just couldn't be broken. Coby would buck, balk or simply quit on the rider—all the time swishing his tail in discomfort. A veterinary examination revealed terrible bone spurs in his hocks and serious foot problems. "He was a mess—and the vet recommended that he be destroyed," Dori said. "But we just couldn't bear to do it."

After a hyaluronic acid and cortisone injection, they put Coby on Advanced Cetyl M[®]. The results have been astonishing. "Coby is almost 2 years since the treatment began, and he has not shown any hint of soreness or stiffness," Dori adds. "My daughter rides him routinely now—even at a lope!"

Dori and Gary are 100 percent committed to helping horses and dogs enjoy a life that is as pain-free as it can be. "It's extremely gratifying for us to hear from customers and see how we're helping them and their animals," says Gary. "I can't tell you how many times our customers have shared heartfelt stories about how their horse or dog has improved."

Since starting the business, Dori and Gary's son-in-law, Ron Cotting has joined the business as national marketing director. "We're thrilled," says Dori. "Ron shares our passion for animals and is pursuing that passion full-time from his office in Orlando, Florida, where he lives with our daughter Shelly, our first grandchild and their 4-year-old gelding. It's the kind of expansion you dream about. We're all horse and dog lovers, and that means a great deal to all us."