

Bodywork and nutrition are a powerful combination for performance horses.

Based in Topanga, Will Friday's Performance Equine Bodywork provides Masterson Method Bodywork and equine nutrition products to horses and their owners, trainers and breeders throughout Southern California. The combination of Masterson Method Bodywork with performance nutritional support from Wild Gold Cold Pressed Camelina Oil and EnviroEquine products GastroBalance and ElectroBalance put your horse on the path to improved comfort and performance, increased range of motion, improved joint mobility and stamina.



Whether you have a retired companion horse, trail horse or high-level competitive horse, areas of the horse's body can accumulate stress and tension that affect mobility, comfort, attitude and performance. Tension can come from a number of areas including feet, saddle, teeth,

conformation, lameness or just day-to-day work. Tension is a natural response to work and many horse owners and trainers turn to bodywork to improve performance.

Originally trained in deep tissue equine massage, Will Friday established his practice in 2010. Developing a client base that included polo ponies, hunter/jumpers, trail horses, dressage horses and barrel horses, Will honed his skills as an equine massage therapist. In 2011, he was introduced to the Masterson Method and began studying the technique. "While studying horse training techniques, working with pressure and release, the connection just clicked," Will says. "Masterson Method allows the horse to be more relaxed by using less pressure instead of more." Since that time, Will shifted to Masterson Method, training with Jim Masterson and his team of coaches and mentors. "The shift has been amazing, the response from horses and their owners dramatic."

Will frequently gets calls regarding a horse that is a "little off in the hind," not performing at its best. The owners have called the vet, tried other modalities, and still something's not quite right. Jim Masterson calls this "Mystery Hind End Lameness," often a result of unresolved tension and soreness. Dusti, a client in Thousand Oaks, says, "I have had vets, several chiropractors, shockwave therapy, and anything else you can think of done to my horse. I spent a huge amount of money on injections, X-rays, and meds. One visit with Will and for the first time in years my horse felt great. Whatever Will did, it made my horse completely different in a great way."

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