



EQUISAFE

BLANKET

BY DALIA MACPHEETM

EQUISAFETM is the world's first ever fully fire retardant, trackable horse blanket

THE PROBLEM:

Every year in North America alone, thousands of horses are exposed to fires. In the last year there have been roughly 72,000 wildfires in the US, up 10% from years prior... and the numbers are growing.



numbers are growing. Currently there is **NO** method of garment to protect the millions of horses from unnecessary and often horrific burns incurred during such catastrophes. Horses are often not able to be evacuated in time, and it is common for commercial

trailers to be blocked from accessing the main roads. Such was the case in the infamous **LILAC FIRE** last December 2017 where, in a last ditch attempt to save lives, 450

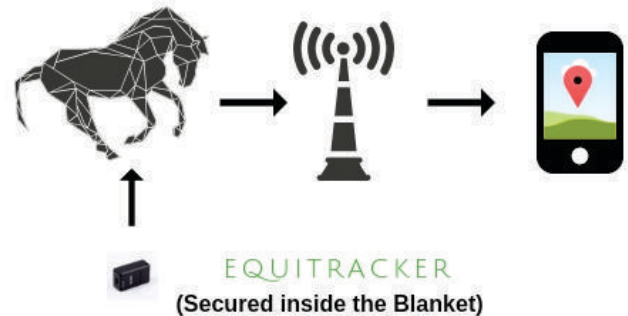


horses were set loose at the San Luis Rey Downs Equestrian Centre. Owners with no way to track their horses, frantically posted photos on social media asking for help... not knowing where their beloved horses were and if they had even survived. We often hear about the death toll in these scenarios, but what is often not reported or shown in the aftermath, are the terrible burns and injuries sustained.



THE SOLUTION:

Introducing the **EQUISAFE™** blanket by celebrity designer DALIA MACPHEE." The world's first fully fire retardant, "trackable", with built in gps, equestrian safety blanket."



In the unfortunate event your horse is on the loose, you will be able to track his location in Realtime

➡ The EQUITRACKER comes with the latest 4G technology, and works in over 200 countries, greatly increasing your chances of keeping in touch with your horse. (Monthly contract available, but not required: pay for activation only when needed)

➡ Long Battery Life: Up to 14 days

➡ Start Tracking the moment the blanket is on

EQUISAFE BLANKET

- Fully Fire Retardant Proprietary fabric: (including straps, lining and trim, thread) WILL NOT BURN, can withstand temperatures up to 700 degree FH.
- Lightweight, breathable, washable
- SGS Certified (SGS is a leader in the fire testing industry)
- Eco Friendly (Okeo Tex-100 certified)
- UL Certificate, and Certified to 5 International HUMAN standards for heat and flame protective wear: (EN11611: EN11612: EN14116: EN61482: NFPA2112)
- Optional GPS tracker: Start tracking the moment the blanket is put on your horse. Equitracker (secured inside blanket) is the latest 4g technology, and works in over 120 countries, including USA, UK, AUSTRALIA, CANADA AND UAE. GPS COMES WITH CHARGER AND SIM CARD. MONTHLY SUBSCRIPTION OF \$12.95 OR ONE TIME USE FEE (\$50) BOTH AVAILABLE.
- BATTERY LIFE ROUGHLY 2 WEEKS WHEN FULLY CHARGED.
- LOCATE YOUR HORSE IN REALTIME THROUGH THE APP AND GOOGLE
- MAPS, AND ALSO SEE HOW FAST HE IS GOING (GOOD FOR MONITORING TRAILER SPEED, HIS SPEED, ETC)

"The Equisafe Blanket should be in every barn." ~Rick Crawford, Fire Captain



- " Attached neck" coverage and Velcro" straps for extra"safety" and fast"dressing"
- " Bright orange color and reflective visibility strips improve visibility in smoke and night conditions

- " Back leg straps have lightweight (easier to break in emergency) quick snaps
- " Optional fully fire" retardant face mask" and boots"
- " Patent Pending"





Introducing the Petsafe jacket



- Same protection as EQUISAFE Blanket
- Patent Pending

The Equisafe and PETSAFE JACKET™ blanket and Jacket are meant to be used as a last resort emergency, evacuation covering ONLY. It's not to be used as an everyday blanket. It should be stored in a cool, dry area. In the event of a wildfire, it may help protect the horse or dog from falling embers or heat related burns when he's outside or being led to the safety of a trailer or car , or to wear in the trailer to prevent possible burns or flammability that can happen while evacuating. In the worst case scenario, when evacuation isn't possible, it can be worn if the horse has to be turned loose, where proper use of the 4G GPS may greatly increase the chances of location.



As featured on CBC National



MEET" DALIA MACPHEE



Canadian Fashion Designer Dalia MacPhee has rocketed to the upper echelon of sought- after designers in Hollywood. She's been called the "IT" girl of the red carpet and Entertainment Tonight has referred to her brand as "Couture with a Conscience." The Consul General of Canada listed her as an "emerging phenomenon in Canada with significant designing talent," and Google Inc has touted her as "making waves in fashion and technology." Dalia's designs have graced the figures of celebrities such as Hilary Duff, Heidi Klum, Gina Rodriguez, Brooke Burke-Charvet, Olivia Munn, Amber Riley, Anna Silk, Mel B, Nina Dobrev, Niecy Nash, Alyssa Milano, Serena Williams, Scarlett Johansson, Mya, Khloe Kardashian, the stars of The Vampire Diaries, Big Bang Theory, Dancing with the Stars, Pretty Little Liars, True Blood, and Glee to name a few. At 21 years old Dalia launched her first fashion collection. One year later her brand could be found in a few thousand stores and most major department stores. A TEDx speaker, Dalia has been published in Forbes, Success, Inc., Entrepreneur The Huffington Post and The New Yorker, and featured on CBS , CTV, ABC ,CNN, NBC, and Fox News. Recent fashion projects include an underwater celebrity fashion campaign to bring awareness to violence against women and a global fashion show to promote world peace. Dalia is the inventor of the world's first light up jeans, the "brilliant" purse, and most recently the EQUISAFE Blanket, the first fully fire retardant horse blanket with built in GPS. Media credits Include: Entertainment Tonight, E!, The Insider, and countless magazines including Vogue, Marie Claire, Cosmopolitan, Allure, and People.

Celebrities in" DALIA MACPHEE



The" CARPET



"Dalia MacPhee is making waves in fashion and technology" ~ Google Inc

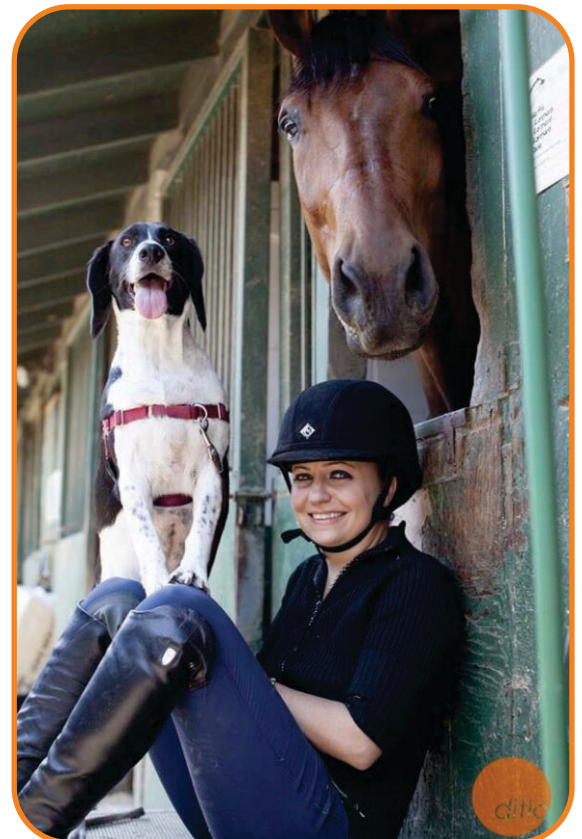
PRESS AND CELEBRITY SUPPORT





Dalia is an avid equestrian. She grew up riding and competing in hunters and jumpers and still actively trains and competes.

" My heart broke when I watched live coverage of the hundreds of horses running loose in a panic at San Luis Rey Downs. It was my birthday that day, and all I could think of was those horses and their poor owners. I kept thinking, we're living in the age of technology, we have to do better. When my own horse was affected by the Calabasas fires a few years ago the fire department actually told us to either turn the horses loose or hose them down so they "BURN" slower. That was one of the worst days of my life." This year, on her birthday which will mark the one year anniversary of the LILAC FIRE, Dalia's dream is to outfit all 450 horses at the San Luis Rey Downs Equestrian Centre with her new PETSAFE Jacket blanket. " Horses have given me some of the best memories of my life, and it's time to give back. This is the first of many innovations I plan to release this year to protect our amazing 4 legged friends."



For inquiries please email Here:

888 724 2480

daliamacphee@gmail.com

www.daliamacphee.com

"A great way to provide safety to horses." ~ Sam DiGiovanna- Fire Chief