



GOLD BARREL EQ · MEDIA KIT 2026

Nutrition Builds Horse Hair. Gold Barrel® Protects It.

Real Plant-Based Keratin Spray for Horses



PRE-LAUNCH NOW · FULL LAUNCH JANUARY 2027

GOLDBARRELEQ.COM

INTRODUCING GOLD BARREL®

PROTECTION THAT COMPLETES THE NUTRITION PROGRAM

For horse owners who invest in feed and nutrition, Gold Barrel® is a non-medicated, topical keratin protectant. It's ongoing protection that completes a horse's nutrition program from the outside.

- ◆ Shields hair from seasonal conditions and everyday wear.
- ◆ Replenishes the keratin those conditions strip away.
- ◆ Helps maintain a horse's healthy, natural luster.



WHAT IT ISN'T

Gold Barrel® isn't a grooming product like shampoos, conditioners, and shine sprays.

It's a keratin protectant: a different kind of horse care.

NON-MEDICATED

A topical grooming protectant, not a treatment. Not a substitute for veterinary care.

PLANT-BASED KERATIN

Hydrolyzed corn, wheat, and soy proteins in place of animal-derived keratin.

MADE IN THE USA

Packaged in a recyclable aluminum can, with USEF & FEI compliant ingredients.

BRAND OVERVIEW

GOLD BARREL® AT A GLANCE

Gold Barrel® is a non-medicated, plant-based keratin spray for horses that restores, repairs, and replenishes keratin lost to seasonal elements and everyday wear. It helps protect coats, manes, and tails from sun, dust, humidity, and cold, completing a horse's nutrition program from the outside.

Developed by Breeders Pavilion, an Austin, Texas-based CPG incubator for eco-conscious equine care, Gold Barrel is made in the USA from hydrolyzed corn, wheat, and soy proteins and packaged in a recyclable aluminum can. The formula is formaldehyde-free, paraben-free, and silicone-free, made with USEF & FEI compliant ingredients.

Media are welcome to use this description as-is.



QUICK FACTS

BRAND

Gold Barrel®
(Gold Barrel EQ)

PARENT COMPANY

Breeders
Pavilion

FOUNDER

Kelsy LaTouf

PRODUCT

Non-Medicated
Plant-Based
Keratin Spray

SIZE

24 oz / 710 ml

PACKAGING

Recyclable
Aluminum Can

MADE IN

USA

PRICE

\$65 MSRP

WHERE TO BUY

goldbarreleq.com

AVAILABILITY

Pre-launch now
· Full launch
January 2027

THE KEY BENEFIT

RESTORES, REPAIRS & REPLENISHES LOST KERATIN

Seasonal elements and everyday wear strip keratin from a horse's coat, mane, and tail. Gold Barrel® is designed to put it back.

01

RESTORE

Plant proteins absorb into the hair and attach to areas where keratin has been lost.

02

REPAIR

Plant keratin fills weak spots and smooths rough cuticle edges, for less frizz, fewer tangles, and less breakage.

03

REPLENISH

A soft, flexible layer on each strand helps protect against sun, wind, hard water, and damp air, leaving a natural luster.

THE CORE PHILOSOPHY

INSIDE OUT. OUTSIDE IN.

INSIDE OUT · INTERNAL GROWTH

FEED + NUTRITION

Biotin, methionine and zinc, amino acids from dietary protein, and omega fatty acids supply the nutritional building blocks horses use to grow new hair.

OUTSIDE IN · EXTERNAL CARE

GOLD BARREL® EQ

Hydrolyzed plant proteins are applied topically to the hair shaft, providing care for the coat, mane, and tail after the hair has grown.

ONCE HAIR EMERGES, IT MEETS: SUN · MUD · DUST · HUMIDITY · COLD · WIND · FRICTION · HARD WATER · SOAPS · SHAMPOOING · WASHING.

THE PERFECT PAIRING

HOW THEY WORK TOGETHER

Horse owners already invest in feed and supplements for coat quality. Gold Barrel® adds the topical step that helps look after that investment once the hair is out in the elements. The two work side by side: Gold Barrel is not a substitute for a balanced diet or veterinary care.

THE MARKET

A LARGE AND PASSIONATE MARKET

6.65M

Horses in the United States

\$177B

Added to the U.S. economy by the equine industry

2.2M

U.S. jobs supported by the equine industry

90%

Of horse owners & managers surveyed are women

Sources: American Horse Council, 2023 National Equine Economic Impact Study (released January 2024); American Horse Publications, 2025 Equine Industry Survey (90.5% of 3,881 respondents were female).

THE KERATIN STORY

YOU TRUST KERATIN FOR YOUR HAIR.

Now Trust It for Your Horse.

Keratin has long been part of professional beauty and hair care, appearing in treatments, shampoos, conditioners, and sprays designed around the care and appearance of hair.

Gold Barrel® brings that familiar concept into equine grooming through a plant-based keratin spray designed specifically for horses.

The opportunity is especially interesting because some women already use keratin in their own routines and know how well it works. They also represent the overwhelming majority of respondents in the American Horse Publications survey cited above.

PROFESSIONAL BEAUTY

Treatments, shampoos, conditioners, and sprays.



EQUINE GROOMING

Plant-based keratin, formulated for horses.

THE WORKHORSE OF PLANT PROTEINS

Gold Barrel® consists of hydrolyzed corn, wheat, and soybean proteins. These plant proteins are key ingredients designed to form a lightweight protective film on the hair cuticle.



SUN PROTECTION

UV exposure can dry out the keratin in horse hair over time, leaving it brittle, dull, and prone to breaking. Gold Barrel® leaves a light layer of plant proteins on the hair to help shield the fiber.

DUST & DIRT

Heavy fats and sticky oils can attract arena dust. Plant keratin absorbs without a greasy residue and helps smooth rough cuticle edges, reducing the static and friction that make dust and dirt cling.

HUMIDITY & FRIZZ

Humidity lets moisture into porous hair unevenly, so manes and tails puff and frizz. Plant proteins help smooth and lay down raised cuticles, keeping hair sleeker in damp climates.

COLD & WEATHER

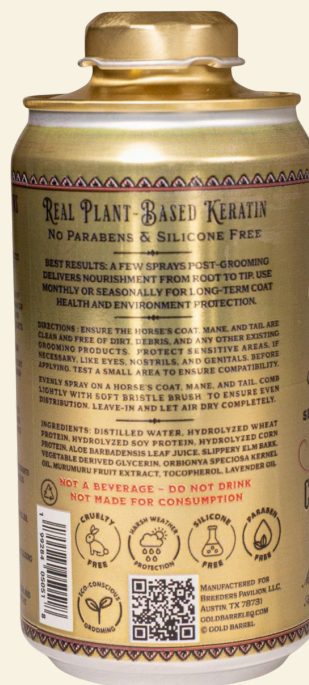
Hydrolyzed plant proteins help hair hold on to moisture and stay flexible, while a light film on the cuticle helps limit how much melting snow and freezing rain soak into the strand.



INGREDIENTS

WHAT'S IN THE ALUMINUM CAN?

- 01** FAMILY OF PLANT-BASED PROTEINS
These plant proteins make up the basic building blocks of the complex composition of coats, manes, and tails.
- 02** PROTECTIVE WEATHER BARRIER
Helps hair stay resilient through sun, wind, rain, and cold.
- 03** CONDITIONING BENEFITS
Helps protect against the drying effects of hard water and frequent washing.
- 04** BIOMIMETIC RESTORING CARE
Plant proteins designed to mimic the natural proteins in hair.
- 05** VEGAN ALTERNATIVE
A plant-based alternative to animal-derived hydrolyzed keratin.



The back of the can carries the full ingredient list.

FULL INGREDIENT LIST

DI Water, Hydrolyzed Wheat Protein, Hydrolyzed Soy Protein, Hydrolyzed Corn Protein, Aloe Barbadensis Leaf Juice, Slippery Elm Bark, Vegetable Derived Glycerin, Orbignya Speciosa Kernel Oil, Murumuru Fruit Extract, Tocopherol (Antioxidant), Essential Lavender Oil.

Due to natural ingredients, color may vary slightly.

Non-medicated

Formaldehyde-free

No parabens

Silicone-free

Vegan

Made in the USA

USEF & FEI compliant



AMERICAN QUALITY

MADE IN THE USA



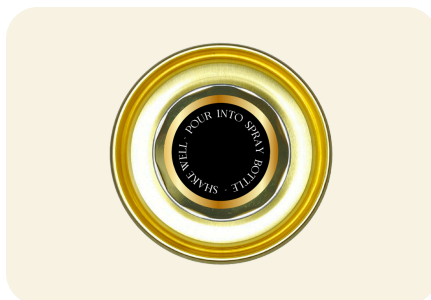
FRESH INSIDE. RECYCLABLE OUTSIDE.

- ◆ Gold Barrel® comes in a recyclable aluminum can, designed as an alternative to conventional plastic product bottles.
- ◆ The twist-off lid lets you pour what you need into a spray bottle and keep the rest sealed in the can.
- ◆ Aluminum shields the formula from light and air, helping keep its natural ingredients fresh.
- ◆ The gold finish is part of the brand's identity, giving Gold Barrel a premium presence on the shelf and in the barn.



THE CAN & FINISH

24 oz of real plant-based keratin spray in recyclable aluminum, with a gold finish designed for shelf presence and instant recognition.



TWIST OFF

The lid twists off to open the can. Replacing it keeps things fresh.



POUR & STORE

Pour what you need into a spray bottle. The rest stays sealed in the can.



IN THE TACK ROOM

At home in the tack room, and into the recycling bin when it's empty.

PRODUCT DETAILS

HOW TO USE & WHAT'S INSIDE

Gold Barrel EQ is a non-medicated, leave-in keratin spray for horses, pH-balanced for equine skin and hair. One 24 oz can delivers a full month of deep replenishment, or a full season of protection.

HOW TO USE

01

SHAKE & POUR

Lightly shake the can, then pour Gold Barrel® into a clean spray bottle.

02

SPRAY

Spray generously onto a dry or lightly damp coat, mane, and tail.

03

BRUSH

Gently brush through with a soft-bristle brush to work it into the hair.

04

LEAVE IN

Don't rinse. Let it air dry completely, and that's it.

APPLICATION SCHEDULE

SUSTAINABLE, SAFE & PROTECTION DRIVEN

Monthly

RESTORE CONDITION

Apply monthly when the coat, mane, or tail looks dry or dull, shows breakage, or to coat thinning hair. Monthly use replenishes keratin lost to weather, washing, and everyday wear.

Every Season

MAINTENANCE

Once the coat is back in condition, apply every three months or at the start of each season. This keeps a light layer of plant proteins on the hair to help protect against sun, wind, cold, and humidity.

Every Grooming

ONGOING PROTECTION

Gentle enough to use at every grooming. Spray on as part of your regular routine for an added layer of protection between monthly and seasonal applications.

PRODUCT SPECIFICATIONS

SIZE

24 oz / 710 ml recyclable aluminum can.

PH

Balanced for equine skin and hair.

COVERAGE

Full coverage for the average horse when applied as directed. Varies with size, coat density, and mane and tail length.

RESULTS

Owners typically notice better manageability, softness, and luster after the first few applications, with continued improvement over the following weeks and months.

OTHER ANIMALS

Formulated for horses. Can also be used on dogs, goats, and other livestock; patch test first.

COLOR

May vary slightly due to natural ingredients.

PURCHASE OPTIONS

GOLD BARREL® PURCHASE OPTIONS



THE BIG BARREL

24 oz / 710 ml

\$65



ALL-SEASONS 4-PACK

4 Big Barrels

\$220



PRO STABLE 8-PACK

8 Big Barrels

\$415

Subscribe & Save 10% · 30-Day Happy Horse Guarantee · Free shipping on orders over \$100 · Ships within the USA.

Bulk sizes for performance stables, training centers, and equestrian facilities arrive spring 2027, with pricing on request.

WHY IT STANDS OUT

THE GOLD BARREL® DIFFERENCE

01

PLANT-BASED KERATIN

Restores, repairs, and replenishes lost keratin with a topical, plant-based protein approach designed for equine grooming.

02

OUTSIDE-IN CARE

Designed to complement internal nutrition and feed routines.

03

ALUMINUM PACKAGING

Recyclable aluminum packaging designed as an alternative to conventional plastic bottles.

04

LIGHTWEIGHT CONDITIONING

Designed to provide care without a heavy, greasy residue.

05

NATURAL-LOOKING LUSTER

Designed to leave the coat, mane, and tail looking healthy and naturally conditioned.

06

SAFE FOR EVERY GROOMING

Sustainable, safe, and protection-driven, gentle enough to use at every grooming session.



THE ORIGIN STORY

FROM A CONVERSATION IN SPAIN TO A NEW APPROACH TO EQUINE GROOMING

Kelsy LaTouf

Founder, Breeders Pavilion & Gold Barrel®

The Gold Barrel® journey began in Spain during a conversation with a master hair colorist and her teenage equestrian daughter.

The conversation raised a simple question: why weren't high-performance keratin treatments available for horses?

Kelsy LaTouf returned to Texas determined to explore a cleaner approach, drawing on his previous experience owning and operating an organic lotion company.

Working with equine formulators and eco-friendly packaging specialists, he developed Gold Barrel as a plant-based keratin spray designed to help restore and protect coats, manes, and tails against seasonal elements and wear.

“

We want to show that the dreams of working with horses that we carry as kids aren't just fantasies; with dedication, they can become the life we live.

KELSY LATOUF · FOUNDER, BREEDERS PAVILION & GOLD BARREL®

PRODUCT QUESTIONS

Quick, factual answers for editors and writers.

HOW DOES GOLD BARREL WORK?

Sprayed onto the coat, mane, and tail, its hydrolyzed plant proteins help fill porous areas along the cuticle and smooth the hair shaft. A light protective layer helps guard against sun, wind, and humidity, leaving a natural luster, not an artificial gloss.

HOW OFTEN IS IT USED?

Monthly to restore condition, and every three months to maintain it. It is gentle enough to use at every grooming. See How to Use for details.

WHAT IS IN THE FORMULA?

DI water; hydrolyzed wheat, soy, and corn proteins; aloe leaf juice; slippery elm bark; vegetable-derived glycerin; Orbignya speciosa (babassu) kernel oil; murumuru fruit extract; tocopherol (antioxidant); and essential lavender oil.

IS IT FORMALDEHYDE-FREE?

Yes. Gold Barrel is formaldehyde-free, and it is also paraben-free and silicone-free.

IS IT VEGAN?

Yes. Gold Barrel uses plant-based proteins in place of animal-derived hydrolyzed keratin.

IS IT MEDICATED?

No. Gold Barrel is a non-medicated grooming spray. It is not a substitute for veterinary care.

IS IT USEF AND FEI COMPLIANT?

Yes. Gold Barrel's ingredients are USEF and FEI compliant.

WHERE IS IT MADE?

Gold Barrel is made in the USA.

WHAT SIZE IS THE PRODUCT?

24 oz (710 ml) per can. Also sold in 4-packs and 8-packs.

WHERE IS IT AVAILABLE?

Direct from goldbarreleq.com, shipping within the United States. Gold Barrel is not sold on Amazon or other third-party marketplaces. Pre-launch is underway now, with full launch in January 2027.

DOWNLOADS

MEDIA ASSETS

Approved Gold Barrel® EQ brand assets and high-resolution imagery are available for editorial, media, affiliate, and promotional use at goldbarreleq.com/new-media-kit.

BRAND LOGOS

Standard & Eco-Conscious logos (gold, black), Weathervane logo, can label artwork. PNG + SVG.

PRODUCT PHOTOGRAPHY

24 oz Big Barrel front & back, All-Seasons 4-Pack, Pro Stable 8-Pack, lid & formula detail. PNG.

MANUFACTURING PHOTOGRAPHY

Blending & mixing, pouring & quality check, Made in the USA. PNG.

COMPLETE BRAND ASSETS

Every logo and image above in one download.

PRESS CONTACT

MEDIA & PRESS INQUIRIES

Kelsy LaTouf

Founder, Breeders Pavilion & Gold Barrel®

- ◆ giddyup@goldbarreleq.com
- ◆ 737-383-5565
- ◆ goldbarreleq.com
- ◆ @goldbarreleq on Instagram & TikTok

REVIEW SAMPLES

Qualified members of the press, equestrian creators, and affiliate marketers can request a complimentary review sample. Email your name, publication or channel, audience size, and U.S. shipping address. Availability is limited during pre-launch.

