



VETERINARY BRAND GUIDE



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DR.HEALMEDIX

VETERINARY SUPPLEMENT & TREATS

DR.HEALMEDIX

PREMIUM FOOD

ANOREDIX | LAMER | PRUNUS

PREMIUM TREATS

ANOREDIX | LAMER

MEDICATED CARE

PRUNUS | DR.HEALMEDIX

GROOMING & CARE

PRUNUS | DR.HEALMEDIX

COMPANY PROFILE

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OVERVIEW



CHD specializes in the development and distribution of products related to health and everyday living.

■ INFORMATION

Founder	Seo Rak Won
Establishment date	Year 2003 March 24th
Main business model	Pet products (Medicated products, Care products, Pet food/treats etc.) Cosmetics
Head office location	C Dong 5th Floor, Daebang Triplaon Business Tower, 158 Haneulmaeul-ro Ilsandong-gu, Goyang-si, Gyeonggi-do Korea (10355)

OUR FOUNDATION

Since 2003

CHD has expanded its business into pet products for veterinary clinics and the healthcare sectors through research and development based on industry-academic collaboration.

We uphold our firm belief in creating the most trustworthy products, striving to build a brand that earns widespread trust.



VETERINARY BRANDS

This introduction material only contains Veterinary Brands

Dr.Healmedix
MEDICAL Rx

PRUNUS
VETERINARY EXCLUSIVE

Anoredix

LAMER

BRAND PRINCIPLES & EXPERTISE

Founded on Veterinary Diagnostic Principles A Specialized Brand for Veterinary Clinics

Founded on Veterinary Diagnostic Principles
A Specialized Brand for Veterinary Clinics

When pets are in discomfort, they cannot tell us. That is why we began to ask deeper questions — to understand the fundamental factors that affect their health and to see from their perspective.

To ensure pets enjoy longer and healthier lives through products matched to their health conditions, we established a specialized brand dedicated to veterinary clinics, grounded in the diagnostic excellence and expertise of veterinarians.



DISTRIBUTION CHANNEL STATUS

Trusted by Pet Owners and Veterinarians Alike

Chosen by 96% of Veterinary Clinics Nationwide

The pursuit of healthy lives for pets lies at the core of CHD's philosophy and existence.

With a strong foundation in veterinary expertise and mutual trust, we have developed products recognized by both veterinarians and pet owners.

Today, 96% of veterinary clinics across the country choose CHD as their trusted brand.

*Data as of 2024.



BRAND IDENTITY HISTORY

01



HISTORY



Prescribing Health

Dr. Healmedix is a professional veterinary brand developed for pets with specialized nutritional needs.

For pets who cannot express their discomfort — and for the owners who stay by their side — we provide tailored nutritional solutions designed for each condition. Through customized dietary management, functional supplements, and veterinary-exclusive products developed under clinical expertise, Dr. Healmedix delivers more than just products — we deliver the foundation for a healthy life.

KEYWORD

Made with the best technique and technologies in the world

Development of Dr. Healmedix prescription diet line is done with the support and researches from University of Illinois, founder of animal nutrition.

Well balanced nutrients

A prescription diet brand made based on symptoms while balancing the nutrients needed.

Consume well because it is delicious

Maintaining high palatability to assist companion that have lost their appetite during consumption.

HISTORY



Because a Pet's Skin Is More Delicate Than Ours

Since 2005, Prunus has been dedicated to understanding and protecting pet skin. From pharmaceuticals to everyday care products, we combine veterinary science and expertise to deliver trusted solutions for healthier skin and happier lives.

Being the first brand of CHD, Prunus sets the standard for veterinary-exclusive pet care.



When Appetite Fades, Anoredix

Anoredix is a premium nutritional brand developed for pets suffering from appetite loss caused by disease, recuperation, or stress.

Since appetite is a key indicator of recovery and health, our formulas are designed with precise nutritional balance and palatability to naturally encourage intake.



Inspired by Nature-Driven Pet Food

LAMER develops functional pet food using natural ingredients to promote healthier eating habits for pets.

We go beyond simple nourishment to create a truly balanced approach to pet wellness.

PRODUCT

VETERINARY DIET P01~03
DR.HEALMEDIX

VETERINARY SUPPLEMENT & TREATS P04~05
DR.HEALMEDIX

PREMIUM FOOD P06
ANOREDIX | LAMER | PRUNUS

PREMIUM TREATS P07~10
ANOREDIX | LAMER

MEDICATED CARE P11
PRUNUS | DR.HEALMEDIX

GROOMING & CARE P12~13
PRUNUS | DR.HEALMEDIX

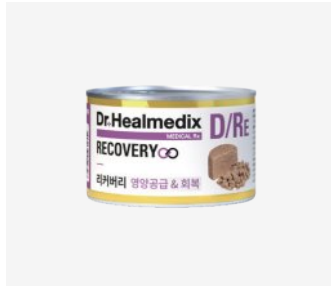


VETERINARY DIET

DR.HEALMEDIX – CANINE(WET FOOD)



HYPOALLERGENIC
Single Protein-Lamb



RECOVERY
Nutritional Support & Recovery



INTESTINAL LOW FAT
Intestinal Management & Low-Fat

DR.HEALMEDIX – FELINE



**HYPOALLERGENIC
WEIGHT CONTROL FELINE**
Adverse Food Reactions &
Weight Management



**URINARY TRACT
PLUS CALM FELINE**
Urolithiasis &
Urinary Tract Management



**INTESTINAL
FELINE**
Intestinal Management

VETERINARY DIET

DR.HEALMEDIX – CANINE

HYPOALLERGENIC LINE



**ULTRA PLUS
HYPOALLERGENIC 500**
Severe Adverse Food Reactions



**ULTRA HYPOALLERGENIC
K-1000 PLUS**
Severe Adverse Food Reactions



**HYPOALLERGENIC
PURE PROTEIN PLUS**
Severe Adverse Food Reactions



**HYPOALLERGENIC
WEIGHT CONTROL PLUS**
Severe Adverse Food Reactions &
Weight Management



SOFT ALLERGENIC
Adverse Food Reactions

#Semi-Moist



**HYPOALLERGENIC &
URINARY**
Dietary Hypersensitivity &
Urolithiasis Management



**HYPOALLERGENIC
DIABETIC**
Adverse Food Reactions &
Diabetes Management



SOFT LOW FAT
Low-Fat & Intestinal Health

#Semi-Moist



SOFT MOBILITY
Joint Health & Mobility

#Semi-Moist



**URINARY TRACT
PLUS CALM**
Urolithiasis &
Urinary Tract Management

VETERINARY DIET

DR.HEALMEDIX – CANINE



INTESTINAL LOW FAT
Intestinal Management &
Low-Fat



INTESTINAL
Intestinal Management



RENAL
Renal Management



HEPATIC
Hepatic Management



CARDIAC
Cardiac Management



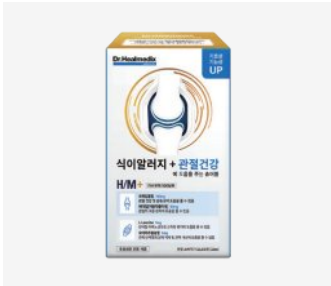
OBESITY
Weight & Obesity Management



MOBILITY
Joint Health & Mobility

VETERINARY SUPPLEMENTS & TREATS

DR.HEALMEDIX



CHEWABLE PLUS H/M
Dietary Sensitivities & Joint Health Supplement

#Canine #Feline



CHEWABLE PLUS H/E
Dietary Sensitivities & Eye Health Supplement

#Canine #Feline



CHEWABLE PLUS H/UT
Dietary Sensitivities & Urinary Health Supplement

#Canine #Feline



CHEWABLE PLUS H/C
Dietary Sensitivities & Cardiac Support Supplement

#Canine #Feline



CHEWABLE PLUS H/H
Dietary Sensitivities & Hepatic Support Supplement

#Canine #Feline



PILLMIX SALMON
Hydrolyzed Protein Treat (Avg. 800 Da) for Pill Administration

#Canine



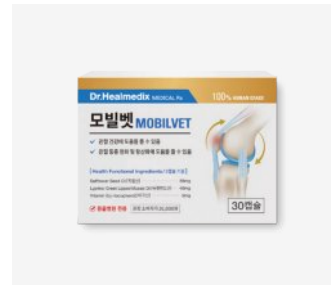
MOBILVET SUPPLEMENT
Joint Mobility Liquid Supplement

#Canine #Feline



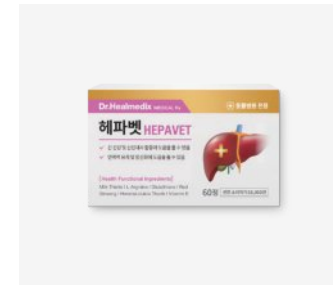
SKINVET SUPPLEMENT
Skin Health Liquid Supplement

#Canine #Feline



MOBILVET
Joint Health Softgel Supplement

#Canine #Feline



HEPAVET
Hepatic Health Tablet Supplement

#Canine #Feline

VETERINARY SUPPLEMENTS & TREATS

DR.HEALMEDIX



HYPOALLERGENIC SHRIMP

Hypoallergenic Treat for Severe Adverse Food Reactions

#Canine



HYPOALLERGENIC PROTEIN

Hypoallergenic Treat

#Canine



MOBILITY D/M

Joint Mobility Support Treat

#Canine



SMART SERIN

Brain Health Treat

#Canine



ENERGY CARE & RED GINSENG

Vitality & Circulatory Support Treat

#Canine



PERIODONTIX CHEW

Teeth & Gum Care Soft Chew

#Canine



RX SCALING CHEW

Dental & Tartar Care Hard Chew

#Canine

PREMIUM FOOD

ANOREDIX



ANOREDIX CHICKEN&TURKEY
Appetite Booster

#Canine #Semi-Moist

LAMER



ANOREDIX DUCK
Appetite Booster

#Canine #Semi-Moist

PRUNUS



PREMIUM LAMER
Fresh food for balanced nutrition

#Canine



PREMIUM DR. HEAL SKIN CARE
Dietary & Skin Sensitivity Relief

#Canine

PREMIUM TREATS

ANOREDIX – CANINE



APPETITE BOOSTER CHICKEN & POLLACK

Appetite Booster Treat for Dogs



APPETITE BOOSTER SALMON & POLLACK

Appetite Booster Treat for Dogs



APPETITE BOOSTER DUCK

Appetite Booster Treat for Dogs



PILL AID CANINE

Medication Aid Treat for Dogs

ANOREDIX – FELINE



APPETITE BOOSTER CHICKEN & POLLACK

Appetite Booster Treat for Cats



PILL AID FELINE

Medication Aid Treat for Cats

PREMIUM TREATS

LAMER



POSTBIO STICK
Postbiotic Treat

#Canine



POSTBIO STICK FELINE
Postbiotic Treat

#Feline



PETPEDIA TREAT ME
Turkey Single-Protein Treat

#Canine



PETPEDIA WALK WITH ME
Salmon Single-Protein Treat

#Canine



PETPEDIA CARE FOR ME
Venison Single-Protein Treat

#Canine



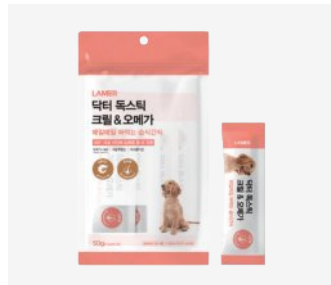
MULTI CHEW
Hydrolyzed Oral &
Joint Care Chew

#Canine



**DR.DOG STICK
CHICKEN & DEER ANTLER**
Daily Squeezable Wet Treat

#Canine



**DR.DOG STICK
KRILL & OMEGA**
Daily Squeezable Wet Treat

#Canine



**BUTLER CAT STICK
COD & OMEGA**
Essential Amino Acid
Squeezable Treat

#Feline



**BUTLER CAT STICK
CHICKEN & GOAT MILK**
Essential Amino Acid
Squeezable Treat

#Feline

PREMIUM TREATS

LAMER



DR. JOINT CARE
Joint Health Support Treat

#Canine #Feline



CERAMIDE & OMEGA
Skin & Coat Support Treat

#Canine #Feline



JELLY MIX CANINE
Low-Calorie Wet Treat

#Canine



JELLY MIX FELINE
Low-Calorie Wet Treat

#Feline



RELAX AND REWARD
Calming & Behavior Support Treat

#Canine



HYDROLYSIS CHEW
Hydrolyzed Chew for Skin & Coat Support

#Canine



DIET & JOINT CHEW
Weight Management & Joint Care Chew

#Canine



DENTAL COLLAGEN CHEW
Natural Collagen Oral Care Chew

#Canine



FUCO TUNA & BLACK GOAT
Balanced Protein Treat

#Canine #Feline



HAPPY MIX
Variety Treats

#Canine

PREMIUM TREATS

LAMER



KANGAROO & BLUEBERRY

Australian Protein Source Treat

#Canine #Feline



CHEESE SNACK

High-Protein, High-Calcium,
Low-Fat Treat

#Canine



FUCOIDAN SALMON

Fucoidan Salmon Treat

#Canine



VEGETABLE MEAT

Senior & Aging Support Treat

#Canine

MEDICATED CARE

PRUNUS



MICROCHLORIDINE SHAMPOO
Medicated Shampoo for the Adjunctive Treatment of Bacterial, Fungal, and Seborrheic Dermatitis

#Canine #Feline



SKIN CARE SHAMPOO
Cleansing & Purifying Medicated Shampoo

#Canine



MEDICATED SKIN CLINIC SHAMPOO
Cleansing & Purifying Medicated Shampoo

#Canine

DR.HEALMEDIX



OTIX-QUIRE
Ear & Skin Disease Care for Pets

#Canine #Feline

GROOMING & CARE

PRUNUS



ESSENCE PACK RINSE

Shine & Anti-Static Rinse

#Canine #Feline



NATURAL HERB SHAMPOO

Coat Protection & Shine Shampoo

#Canine #Feline



AROMA MILD SHAMPOO

Coat Protection & Cleansing Shampoo

#Canine #Feline



PREMIER HERB SHAMPOO

All-in-One Pet Shampoo & Conditioner

#Canine #Feline



ULTRA WHITE SHAMPOO

White Coat Shampoo

#Canine



DR. SKIN SHAMPOO

Coat Protection & Cleansing Shampoo

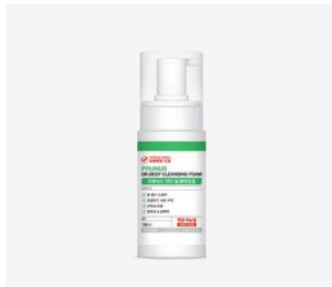
#Canine



PREMIER CAT SHAMPOO

Shampoo for Cats

#Feline



DR. DEEP CLEANSING FOAM

Waterless Cleansing Foam

#Canine #Feline



SKIN BARRIER SOLUTION

Coat Shine & Moisturizing Care

#Canine #Feline



HAIR SKIN ESSENCE

Multi-Function Moisturizing Care

#Canine

GROOMING & CARE

PRUNUS



AROMA EAR CLEANSER
Liquid Ear Cleaner

#Canine #Feline



EAR CLINIC PAD
Ear Cleaning Pads

#Canine #Feline



FOREST FLORAL BACTERES
Odor Eliminating & Deodorizing

#Canine #Feline



DR. BACTERES
Odor Eliminating

#Canine #Feline

DR.HEALMEDIX



ATOGO HYPO SHAMPOO
Coat Shine & Protection 2-in-1 Shampoo

#Canine



ATOGO HYPO CREAM
Moisturizing Cream for Rough Skin

#Canine #Feline



ENZYLE TOOTHPASTE
Fresh Breath & Tartar Control Support Toothpaste

#Canine #Feline



MOUTH WASH
Breath Freshening Support Spray

#Canine #Feline