



OUR COMPANY

We, **Dr. Hesse Tierpharma GmbH & Co. KG**, are a medium-sized company based in the north, in the heart of Steinburg. Originating from the pharmaceutical company Dr. Hesse, founded in 1959, we now bring together the successful brands **Röhnfried** – products for racing pigeons, fancy pigeons and poultry – and **ida+** – our pet care brand – under one roof.

In addition, we are active as a **private-label manufacturer**.

Our product range includes both functional feed supplements for hobby and companion animals, as well as hygiene and care products.

A team of around 65 employees ensures smooth operations across all areas with great passion and dedication, from product development and production to marketing and product dispatch

Get to know us !

- In-house production in Germany
- 65 employees
- Premium raw materials and the highest quality standards
- Exporting to over 60 countries



3 STRONG BRANDS FOR ANIMAL HEALTH



Your Pets. Your Love.
Our Care.

Pet Animals



Health and Performance
for Breeding & Sport

Pigeons, Poultry & Ornamental Birds



Your Product Idea –
Our Complete Solution

Private Label

OUR CORE COMPETENCIES

Feed Supplements



Care Products



Hygiene Products



Insect Repellents



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FIND OUT MORE !



PRIVATE LABEL PRODUCTION



YOUR PRODUCT IDEA – OUR END-TO-END SOLUTION

We support you every step of the way, from development to final delivery.

✓ 60+ years of experience

✓ All-in-one solution

✓ Regulation-compliant labeling

✓ Wide product portfolio

✓ Low MOQs available

✓ Reliable logistics and supply processes



Formulation Consulting

Tailored formulations,
developed together



Production & Quality

High standards & tested
reliability



Packaging Solutions

Tailored packaging &
maximum protection



Logistics & Transport

Flexible, tailored delivery
& storage

Our Product Portfolio:

- Complementary feed
- Care products
- Hygiene products
- Insect repellents



Liquids



Powders



Oils



Emulsions

BRING YOUR BRAND TO LIFE!

Reach out for guidance designed for your needs.

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DISCOVER MORE

ida+



NOW
AVAILABLE
IN STORES

Food supplements for your dog's health

Useful informations about our
products



Ida's mission

At **ida+**, your dog's health and wellbeing are at the heart of everything we do. Our mission is to support you and your dog in leading a happy, active and healthy life. We believe that the secret to a long and fulfilling life for your dog lies in a balanced diet and the right care. Our commitment goes beyond providing high-quality food supplements.

We understand that every dog is unique, and we are dedicated to developing products tailored to your four-legged companion's needs. Whether it's strengthening the immune system, supporting the joints or simply promoting overall wellbeing.

Why are food supplements so important for our dogs?

Even if you provide your dog with the best food, it can sometimes be difficult to supply all the essential nutrients in sufficient amounts. Our supplements are designed to bridge these gaps. They ensure your dog receives everything it needs to stay strong and full of vitality, whether a puppy, an active adult or a senior.

ida+



Your Pets. Your Love. Our Care.

The right support in everyday life makes a real difference to the health, vitality and quality of life of our beloved companions. That's why we offer a carefully selected range of products designed to meet a variety of specific needs.

+ **BARF** Page 6

+ **Joints** Page 7

+ **Senior** Page 8

+ **Junior** Page 9

+ **Digestion** Page 10-11

+ **Teeth** Page 12

+ **Vitamins & minerals** Page 13

+ **Skin & coat** Page 14-15

Whether for daily care, targeted supplementation or support during specific life stages, you'll find high-quality products with us for all-round optimal care.

On the following pages, we present a selection of our most popular products and bestsellers.

How we meet your dog's needs:

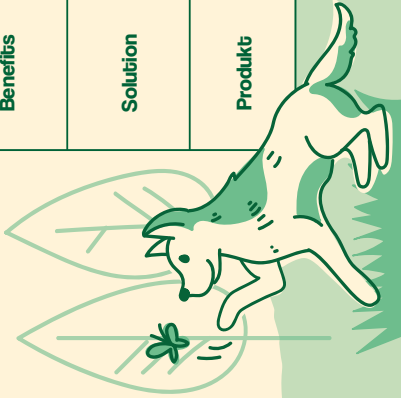


| Need | Balanced food supplement | | |
|-----------------|--|---|--|
| Benefits | Comprehensive supplement for a BARF diet | Tailored to each stage of your dog's life | Tailored to each stage of your dog's life |
| Solution | Vitamins, minerals | Ginkgo, beta-carotene, devil's claw, knotted kelp | Calcium, phosphorus, iron, iodine, vitamin D |
| Product | BARF Perfect | Senior-Complex | Junior-Complex |





| Need | Health and Prevention | | | | | | |
|-----------------|--|--|---|--|---------------------------------|-------------------------|---|
| Benefits | Strong bones and joints | Healthy gut flora, balanced digestion | Immediate support for diarrhoea | White teeth and fresh dog breath | Strengthening the immune system | A full and shiny coat | Probiotic skin cleanser for skin abrasions and weeping wounds |
| Solution | Green-lipped mussel, devil's claw, MSM, collagen | Probiotics, prebiotics, brewer's yeast | Bentonite, psyllium husks, rice flour, probiotics, prebiotics | Seaweed meal, parsley, sodium tripolyphosphate | Vitamins, minerals | Zinc, biotin, spirulina | Lactic acid bacteria, yeasts, photosynthetic bacteria |
| Produkt | 12-in-1 Move-Complex | Darmbiotic Pulver | Diar-Stopp Tabs | Denta Dog | Multivit Complex | Beauty-Complex | Wund Wunder |



BARF Perfect

The ideal BARF supplement

- + For strong bones and teeth
- + Iron, zinc and calcium
- + Mineral supplement for BARF feeding

BARF Perfect is a complementary feed that provides essential minerals and trace elements for your dog's BARF diet using natural and highly bioavailable ingredients. A high-quality source of calcium supports bones and teeth. It also contains magnesium, sodium, as well as the essential trace elements iron and zinc. The ideal source of minerals for a balanced raw diet and your dog's vitality.

Feeding recommendation: Add 4 g daily per 10 kg of the dog's body weight to the B.A.R.F. portion. One level measuring spoon equals approx. 6 g. This product can be blended with other ingredients like fruit and vegetables. Every B.A.R.F.er has their own formula tailored to their pet. To avoid insufficient or excessive consumption, the mineral content of the staple food should always be taken into account.

Composition: Brewer's yeast 61 %, dicalcium phosphate 22 %, sodium chloride 13 %, magnesium fumarate 3.5 %. **Analytical constituents:** Crude protein 27.1 %, crude fat 1.6 %, crude fibres 0.1 %, crude ash 36.1 %, magnesium 0.77 %, sodium 4.9 %, calcium 5.2 %, phosphorus 3.9 %. **Additive content per 1,000 g:** **Trace elements:** Zinc as zinc glycine chelate hydrate (solid) (3b607) 130 mg, iron as ferrous glycine chelate hydrate (3b108) 210 mg.



DEVELOPED
WITH VETS



12-in-1 Move-Complex

Strong bones and joints

- + For active dogs
- + Essential nutrients
- + Healthy joints

12-in-1 Move-Complex contains an ideal combination of functional ingredients that support your dog's joint function with essential nutrients. Whether it's a puppy or fully-grown dog, a sporting ace or an old-timer, this tasty powder is suitable for any dog and encourages healthy joints, as well as enjoyment of daily exercise.

Feeding recommendation:

For dogs 1.5 g daily per 10 kg body weight. 1 measuring spoon = 1 g

Composition: Yeast, mussel meat, glucosamine (chitosamine), methylsulphonylmethane (MSM), chondroitin sulphate, algae flour (rich in omega-3 fatty acids), hydrolysed collagen (pork skin), turmeric (ground), devil's claw (ground), ginger root (ground).

Analytical constituents: Crude protein 40.3 %, crude fat 3.6 %, crude fibres 1.0 %, crude ash 10.3 %. **Additive content per 1,000 g:** **Vitamins:** Vitamin E (3a700i) 5,000 mg. **Antioxidants:** Vitamin C (3a300) 4,800 mg. **Trace elements:** Manganese as manganese glycine chelate hydrate (3b506) 400 mg. **Anti-caking agent:** Silica (E 551a) 10,000 mg.



Senior-Complex

For staying fit in old age

- + For the needs of ageing dogs
- + Contains ginkgo, beta carotene, devil's claw, knotted wrack
- + For the first signs of ageing

Senior-Complex – specially formulated for older dogs. Supports eye-sight with beta-carotene, joints with devil's claw, and mental fitness with ginkgo. Brewer's yeast and knotted wrack provide valuable nutrients for vitality in old age.

Feeding recommendation:

Add 4 g to the food 1x daily per 10 kg of the dog's body weight. One level measuring spoon equals approx. 5 g. **To avoid insufficient or excessive consumption, the mineral content of the staple food should always be taken into account**

Note: There may be changes in the colour and texture due to the natural raw materials.

Composition: Brewer's yeast 79.5 %, seaweed meal (knotted wrack) 12.5 %, devil's claw 5.0 %, ginkgo leaves 2.5 %.

Analytical constituents: Crude protein 39.4 %, crude fat 2.7 %, crude fibres 1.6 %, crude ash 9.0 %.

Additive content per 1,000 g: Vitamins: Beta carotene (3a160(a)) 450 mg. **Trace elements:** Zinc as zinc glycine chelate hydrate (solid) (3b607) 200 mg.



FOR STRONG
PUPPIES

Junior-Complex

For healthy, strong puppies

- + Contains vitamin D, iron and potassium
- + Ideal calcium/phosphorous ratio
- + B-vitamins, minerals and trace elements

Junior-Complex – tailored to the needs of growing puppies. With high-quality calcium to support strong bones and teeth. Brewer's yeast provides B vitamins and essential nutrients.

Feeding recommendation:

Add 5 g per 5 kg body weight of the dog to the food twice a day. One level measuring spoon corresponds to approx. 6 g. **To avoid over- or undersupply, the mineral content of the basic feed should always be taken into account.**

Composition: Brewer's yeast 51 %, dicalcium phosphate 40 %.

Analytical constituents: Crude protein 22.7 %, crude fat 1.2 %, crude fibres 0.1 %, crude ash 46.4 %, calcium 11.8 %, phosphorus 9.4 %, moisture 3.9 %.

Additive content per 1,000 g: Vitamin D3 (3a671) 200,000 I.U.

Trace elements: Iron as ferrous glycine chelate hydrate (3b108) 598.4 mg, iodine as potassium iodite (3b201) 20 mg.



FAST &
EFFECTIVE

Diar-Stopp Tabs

Diarrhea Quick Relief

- + Supports a healthy gut flora
- + With *Enterococcus faecium*
- + Very well tolerated

Diar-Stopp Tabs are chewable tablets to regulate digestion. In addition, the broad spectrum of ingredients supports the balance of the intestinal flora and sustainable intestinal health.

Feeding recommendation:

Dogs: Per 10 kg body weight 2x daily 1 tablet. **Cats:** 1x daily 1 tablet.

Feeding duration: Digestion is usually regulated after 1-3 days. During and after acute diarrhoea. It is recommended to seek advice of a veterinarian before use. **Recommended feeding duration:** 1 - 7 days.

Composition: Yeasts (including mannan-oligosaccharide (MOS - 16,000 mg), glucan-polysaccharide (GPS - 20,000 mg)), whey powder (sweet), calcium carbonate, dicalcium phosphate, liver hydrolysate (poultry), potato starch, sodium chloride, inulin (including fructo-oligosaccharide). A. fructo-oligosaccharide (FOS - 25,500 mg)), rice flour, psyllium husks, vegetable fat (refined, rapeseed), carrot pomace, magnesium stearate.

Analytical constituents: Crude protein 17.9 %, crude fat 5.0 %, crude fibre 3.9 %, crude ash 29.6 %, sodium 1.8 %.

Additive content per 1,000 g: Intestinal flora stabilisers: *Enterococcus faecium* DSM 10663 NCIMB 10415 (4b1707) 666.67x10⁹ CFU.

Binding agent: Bentonite (1m558i) 30,000 mg.



DEVELOPED
WITH VETS



Darmbiotic Pulver

Probiotics for gut restoration

- + Stabilises the intestinal flora
- + With innovative *Bacillus velezensis*
- + Regulates the digestion

Darmbiotic Pulver – innovative synbiotic with probiotic gut bacteria (*Bacillus velezensis*) and prebiotic yeast cells. Supports the growth of beneficial bacteria and promotes balanced digestion.

Feeding recommendation:

Minimum feeding: 7 days.

Recommended to support a balanced intestinal flora:

2-4 weeks. Continuous administration possible if required.

Together with food:

1 measuring spoon (4 g) per 10 kg body weight daily

Composition: Yeast, yeast products.

Analytical constituents: Crude protein 45.5 %, crude fat 1.9 %, crude fibre 0.8 %, crude ash 11.1 %, sodium 0.1 %.

Additive content per 1,000 g: **Intestinal flora stabilisers:** *Bacillus velezensis* DSM 15544 (4b1820) 333x10⁹ CFU. **Anti-caking agent:** Silicic acid (E 551a) 10,000 mg. **Flavourings:** Glycine (2b17034) 50,000 mg.



HIGH
ACCEPTANCE

Denta Dog

For easy mouth care

- + White teeth
- + Fresh dog breath
- + High acceptance

Denta Dog is an effective composition and useful supplement for supporting oral hygiene that helps you to provide your four-legged friend with important minerals, trace elements and amino acids. As a side effect of feeding, this premium powder increases the release of enzymes during ingestion of the daily feed, making an important contribution to promoting the health of the teeth and gums.

Feeding recommendation: Suitable for dogs of all ages (from the 8th week of life). Mix 1 g per 10 kg body weight daily into the food. **Feeding duration:** Can be fed permanently.

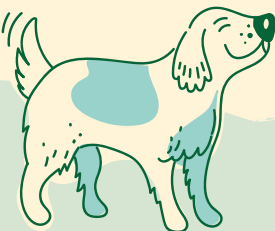
Composition: Seaweed meal, liver hydrolysate (poultry), parsley, sodium tripolyphosphate.

Analytical constituents: Crude protein 11.2 %, crude fat 3.6 %, crude fibre 2.7 %, crude ash 36.7 %, sodium 1.6 %, phosphorus 0.5 %.

Additive content per 1,000 g: **Trace elements:** Zinc / zinc sulphate, monohydrate (3b605) 3,600 mg.

Release agent: Diatomaceous earth (diatomaceous earth, purified) (E551c) 200,000 mg.

Flavourings: Mixture of flavourings 2,500 mg.



MultiVit Complex

Fully supported

- + With 15 vitamins
- + Prevents deficiencies
- + Suited for barf feeding

MultiVit Complex with 15 vitamins is recommended to help meet daily vitamin requirements. It is particularly suitable for preventing vitamin deficiencies and supporting your dog's vitality and enjoyment of life.

Feeding recommendation: Administer as follows every second day: For every 100 g of feed 1 pump shot (approx. 0.8 ml) of **MultiVit Complex**. A daily administration is recommended during growth and gestation.

Composition: Water, propylene glycol, disodium phosphate.

Analytical constituents: Crude protein 1.8 %, crude fat 0.4 %, crude fiber 0.0 %, crude ash 0.3 %, sodium 0.2 %, methionine 0.0 %, lysine 0.0 %, moisture 92 %.

Additives per 1,000ml: Vitamins: Choline chloride (3a890) 20,000 mg, D-panthenol (3a842) 636 mg, L-carnitine (3a910) 42 mg, vitamin K3 (3a710) 130 mg, niacinamide (3a315) 1,500 mg, vitamin B1 (3a820) 220 mg, vitamin B2 (3a826) 820 mg, vitamin B6 (3a831) 200 mg, vitamin B12 (3a835) 150 µg, biotin (3a880) 1,000 µg, folic acid (3a316) 5.4 mg, vitamin A (3a672b) 1,000,000 I.U., vitamin D3 (3a671) 170,000 I.U., vitamin E (3a700) 2,000 mg, betaine hydrochloride (3a925) 4,000 mg. **Antioxidant:** Sodium ascorbate (1b301) 1,100 mg. **Preservative:** Citric acid (1a330) 400 mg.



FAST &
RELIABLE

Wund Wunder

Probiotic skin cleanser

- + For skin injuries
- + For exuding wounds
- + Natural & skin-friendly

Ida+ **Wund Wunder** is a skin-friendly active cleanser used in the treatment of skin lesions. It contains probiotic bacteria with elevated moisture requirements, which cause affected areas to dry quickly and help them to regenerate. Furthermore, the probiotic bacteria strongly compete with pathogens for space and nutrition. This mechanism of beneficial microorganisms forms a protective shield, which does not seal or close off the treated areas. The skin gets the chance to regenerate, while crusts, scabs and flaky skin come off more easily. The pH-neutral **Wund Wunder** can be sprayed onto the skin without causing any burning sensations or irritation.

Application:

Shake well before use! Moisten affected areas twice daily.

Composition:

Composition Complies with EC Directives: Anionic surfactants < 5 %.



Beauty-Complex

Healthy skin and a beautiful coat

- + For itching or hair loss
- + Contains spirulina, zinc and biotin
- + For healthy skin and a beautiful coat

Beauty-Complex optimally supplies your dog with important nutrients for a radiant appearance. Biotin deficiency can lead to itching, scales and hair loss. The **ida+ Beauty Complex** prevents deficiencies and is ideally adapted to the needs of dogs. As a superfood, spirulina algae are known for their positive influence on the metabolism, as well as skin and fur regeneration. Tasty brewer's yeast also provides an extra level of B vitamins, mineral and trace elements.

Feeding recommendation:

Add 4g to the food daily per 10kg of the dog's body weight. One level measuring spoon equals approx. 5g. **To avoid insufficient or excessive consumption, the mineral content of the staple food should always be taken into account.**

Composition: Brewer's yeast 99 %, dried algae (spirulina) 0.7 %.

Analytical constituents: Crude protein 42.3 %, crude fat 2.2 %, crude fibres 0.2 %, crude ash 6.1 %.

Additive content per 1,000 g: Vitamins: Biotin (3a880) 5,000 µg.

Trace elements: Zinc as zinc glycine chelate hydrate (solid) (3b607) 650 mg.





idaplus-dogs.de

Visit us on Instagram:

idaplus_dogs



MADE IN GERMANY

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ida+



Support the health of your poultry!

Product information &
hobby farming tips



ida ♀



Ida's Mission

Your pets. Your love. Our care.

At ida+, the health and well-being of your chickens are our top priority. We believe that the secret to a long and fulfilling life for chickens lies in a balanced diet and proper care. That is why our dedicated team of experts work every day to develop innovative solutions that improve the quality of life of your feathered friends.

At ida+, we also place great importance on using high-quality raw materials. So you can be sure that with ida+, your chickens get exactly what they need for a healthy, active and happy life. At ida+, your chickens are truly cared for and fully looked after.

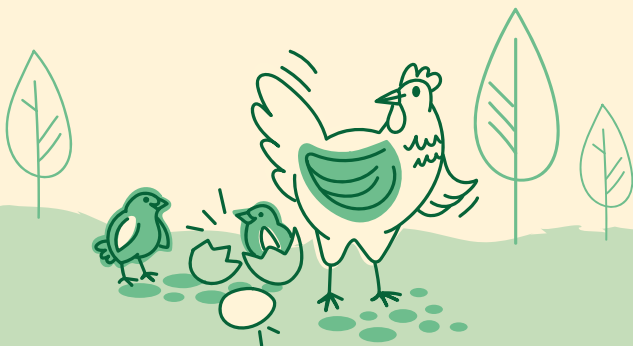
+ Vitamins & minerals

+ Digestion

+ Eggs

+ Mites

+ Respiratory tract



STRENGTHENS
THE IMMUNE
SYSTEM

VitalBoost 4in1

For strong immune defences



Vitamin A
Vitamin D3
Vitamin E
← Vitamin C

+ Easy to dose

VitalBoost 4in1 is a special product that provides an optimal supply of vitamins A, D, E and the antioxidant sodium ascorbate (vitamin C bound to sodium). This way you can specifically support your chickens in all stages of life, such as during the laying and moulting phase or at the time of growth.

Feeding recommendation

1 pump shot = 0.8 ml.

3 x per week, 2 pump shots per 1,000 ml drinking water.



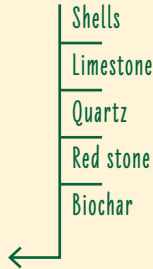
What our customers say:

"Our chickens were given it during the winter months because they had lost a lot of feathers. After about two weeks, they were more lively and had grown beautiful new feathers. Fast-acting." (Anonymous)

MINERAL
COMPLEX

Mineral Grit Mix

Daily mineral supply



+ Valuable aniseed oil

Mineral Grit Mix ensures excellent eggshell quality by specifically counteracting deficiency symptoms with its balanced recipe. The mixture also supports digestion and promotes optimum bone formation.

Feeding recommendation: In small quantities regularly in the feeding trough or in the litter for continuous disposal. Adjust the amount to the needs so that everything is consumed until the next day.



What our customers say:

"My hens take to it very well. It smells very good. I mix it in with their feed, otherwise they would spread it all over the coop. I've already ordered it for the second time, and it certainly won't be the last." (Anonymous)

BREWER'S
YEAST

VitaBrew Bierhefe

For healthy chickens



100 %
Brewer's yeast



+ 100 % natural

VitaBrew Bierhefe has a high content of minerals, vitamins, amino acids and much more. A true all-rounder when it comes to optimum poultry care.

Feeding recommendation: 5 g per kg of feed regularly.

What our customers say:

"I feed Ida Plus VitaBrew brewer's yeast regularly and am absolutely convinced! My chickens have visibly glossier plumage, are more vital, and lay eggs reliably. The brewer's yeast contains valuable B vitamins and natural nutrients that support the immune system and digestion.

It is also widely accepted that talking to other chicken keepers can be very helpful, as they often share tips. This is useful and a strong recommendation for all poultry keepers who want to provide the most possible care and keep their birds healthy and thriving." (Tia)



MINERAL
COMPLEX

Mineral Plus

For mineral nutrition



Calcium
Vitamin A
Vitamin D
Vitamin E
Vitamin K
Vitamin B1
Vitamin B2
Vitamin B6
Vitamin B12
Copper
Manganese
← Iodine

+ Mineral complex

MineralPlus offers an optimal combination of important minerals, essential trace elements and vitamins. These are of great importance in various phases of life, such as rearing and moulting. Here, higher requirements occur at times, which can be compensated for by **MineralPlus**.

Feeding recommendation: 1 teaspoon = approx. 8 g. 3-4 x per week, 2 teaspoons per 1,000 g feed.



What our customers say:

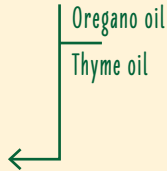
"We were increasingly getting soft-shelled eggs from our hens (almost 2 years old). That's why they are now given this supplement regularly – and lo and behold, we're getting nice, firm eggs again." (Claudia)

Orega Plus

Healthy digestion



With Oregano & Thyme



VitalBoost 4in1 supplies chickens with important secondary plant substances and oils. The combination of oregano and thyme exerts a positive effect on the digestive balance thanks to the ingredients thymol and carvacrol, whose properties are well-known from the literature.

Feeding recommendation

1 pump shot = approx. 1.8 ml

Preventive: 3-4 x per week, 2 pump shots per 1,000 ml drinking water. **In case of stress:** 10 days in a row, 2 pump shots per 1,000 ml drinking water. **Also suitable for chicks.**

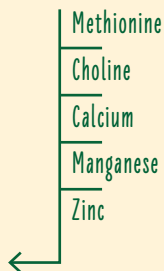
What our customers say:

"Really very easy to use and simple to dose; my Silkie chickens took to it very well. I dewormed them a week ago, and one chicken unfortunately still had diarrhoea, but today I noticed that its droppings are already firmer. I will definitely continue to give this product regularly." (Stephanie)

PERFECT
EGGSHELLS

Golden Egg

For strong eggshells



+ Mineral complex

Due to its special composition of minerals, trace elements and amino acids, **GoldenEgg** counteracts deficiencies in a targeted manner, thus avoiding wind eggs and cracked eggs.

Feeding recommendation:

1 pump shot = 0.7 ml.

Preventive: 3-4 x per week, 5 pump shots per 1,000 ml of water.

For wind-broken eggs: 10 days in a row, 5 pump shots per 1,000 ml of water.



What our customers say:

"Since I've been giving this product to my chickens, they no longer lay soft-shelled eggs! Excellent value for money!" (Marcel S.)

100 %
NATURAL

Mite Cleaner

Against red bird mites



MiteCleaner severely restricts the movement of mites. The specially designed spray solution makes use of the physical properties of hydrophobic lipids and has an enhanced effect when combined with special surfactants (of plant origin). Thus, **MiteCleaner** ensures a significantly reduced mite infestation in chicken flocks.

Application recommendation:

Important: Always clean the hen house thoroughly and remove any dirt. Spray all corners, niches, edges, perches, nests, seating boards and other possible mite hiding places thoroughly with **MiteCleaner**. This should be done after every thorough cleaning.

safe for
chicks

free from
biocides

environmen-
tally friendly



100 %
NATURAL

Mite Powder

A mite-free life for chickens



100 %
natural silicate

+ For young and old

MitePowder reliably combats all crawling insects (mites, bird mites, lice, fleas, ticks, etc.) in barns, houses and gardens. Apply the powder in the coop, especially on the mites' tracks as well as in corners and cracks. As soon as the insects (mites) crawl over the voluminous and very effective powder, it has a purely physical effect. The insect shell is damaged and the pests dry out.

Recommended use:

1. Thoroughly clean the barn.
2. Disperse the **MitePowder** especially on the pests' tracks and in corners and cracks as well as on perches (approx. 15 g / m²).

What our customers say:

"Just two days after the application, the results were already visible: my chickens started going back into the coop of their own accord and began laying eggs again, which had been completely different during the mite infestation." (Anonymous)

STRONG
DEFENCE

Mite Protect

For strong defences



Oregano tincture
Echinacea tincture
Rose tincture
Ginseng tincture
Vitamin B1
← Vitamin B6

+ For young and old

MiteProtect contains valuable plant extracts that enhance the poultry's nutrition and basic supply in a special way because herbs and flowers are part of their natural food supply. The natural plant extracts in **MiteProtect** have an appetising effect and are therefore ideally suited to support weakened animals, such as after an infestation with bird mites and other ectoparasites.

Feeding recommendation:

Shake **MiteProtect** vigorously. 1 pump shot is 0.5 ml.

Give 5 ml per 1 litre of drinking water for 5 days. After a 5-day break, add another 5 ml per 1 litre of drinking water for 3 days.

All year round: 5 ml per 1 litre of drinking water.

Below 10°C: 1 x per week.

Above 10°C: 2 x per week.

Above 20°C: 3 x per week.

What our customers say:

*"I add it to our chickens' drinking water from time to time and so far have never had any problems with mites or other pests. The animals are all completely healthy and full of vitality."
(Cornelia)*

NATURAL
HEALTH

Broncho Care

For healthy airways



Liquorice extract

Thyme oil

Star anise oil

Peppermint oil



+ Developed with vets

Due to its unique composition, **BronchoCare** specifically compensates for deficiency symptoms by supplying the animals with valuable medicinal herbs and special essential oils. In addition, they can have a positive effect on the respiratory tract by stimulating it, thus providing active protection.

Feeding recommendation:

1 pump shot = 0.7 ml.

Preventive: 2-3 x per week, 5 pump shots each per 1,000 ml drinking water.

During periods of stress: 10 days in a row, 5 pump shots per 1,000 ml drinking water.

Also suitable for chicks.

What our customers say:

"I can only recommend it. I use it for chickens and quails. At the first sign of sneezing, I use the product for at least 2 to 3 days and then it's gone. It also works well as a preventative measure. I've even used it in cases of severe respiratory infections in chickens with breathing noises over a longer period of time. I keep coming back to it." (Anonymous)



Hobby farming: 5 questions you should ask yourself as a chicken keeper.

Fresh eggs from happy chickens – a dream that more and more people have already fulfilled or would like to fulfil. Chickens make wonderful companions, but there are a few important questions to consider beforehand.

1. Am I even allowed to keep chickens?

In any case, you should check with your local city or municipal authority to find out whether keeping chickens is permitted in your area and which legal requirements apply. You can consult the Livestock Farming Ordinance to see the minimum standards you must meet when keeping chickens.

Whether you plan to keep just one chicken or a hundred, you are required to register your animals with the Animal Disease Fund responsible for your place of residence. This is regulated under Section 14 of the Animal Health Act. You can also obtain further information from your local veterinary office.

Private poultry keeping is generally permitted in Germany; however, there have been some legal cases related to noise disturbance, so it is advisable to discuss your plans with your neighbours in advance.

2. How much space do I need in my garden?

Once you have clarified all the basic questions, you can start making your garden suitable for chickens. As a general rule: the larger the area, the better. While it is possible to keep chickens on a 25 m² terrace, a green space where the animals can peck to their heart's content is much more suitable. Ideally, you should divide your free-range area into two sections so that one part can recover while the grass regrows. As a rule of thumb, you can use the following guideline: Free range: 5–8 m² per chicken (for a small breed) On a small terrace, you will of course be able to keep fewer chickens than on a large grassy area. But as you can see, even with limited space, you can become a home farmer. Four hens and one cockerel are already enough to supply a family of four with eggs.



3. What does an ideal chicken coop look like?

A chicken coop is essential for your feathered friends. Chickens have a natural instinct to lay their eggs in a place where they feel safe. At night, they also retreat to the protection of the coop to sleep.

There are ready-made coop kits available, which are delivered pre-fabricated and only need to be assembled. You can choose between mobile or fixed coops and a variety of materials. Alternatively, you can build your own coop. This usually requires more effort, but allows you to design it exactly to your needs.

For bantams, you should allow around 0.3 m² of space per chicken inside the coop, while larger breeds require about 0.4 m².

Whether you opt for a ready-made solution or build your own, good insulation is essential. At temperatures below 5°C, egg quality can suffer, and draughts should be avoided at all costs. The coop should also allow plenty of light in – for example, by using plexiglass.

With perches and suitable nesting boxes (approx. 35 × 40 × 40 cm each), your coop will become a truly comfortable home for your chickens.

4. Which chicken breeds are suitable?

In general, smaller chicken breeds are more suitable for keeping in the garden, as they require less space and exercise. This includes various bantam breeds, which are very easy to care for and therefore ideal for first-time chicken keepers.

However, traditional, hardy utility breeds or flightless breeds can also be a good choice, depending on your specific circumstances and personal preferences.

5. What should I feed my chickens?

In the wild, chickens feed on a wide variety of foods such as grasses, berries, herbs, leaves, seeds, as well as small insects and worms. They are known for eating almost anything that comes their way.

In a domestic garden, however, foraging is more limited, which makes it important to ensure a balanced intake of nutrients. Providing a proper basic diet with the right feed is essential. In addition, supplements such as vitamins, herbs, minerals, oyster shells and other additives can help to round off their diet.

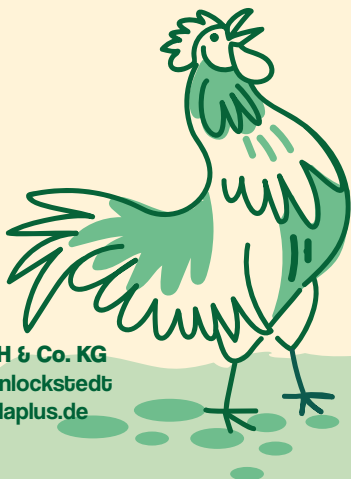
However, it is important to always adjust these supplements to the chickens' current needs. Preparing their feed daily can also be a great activity and helps ensure that your chickens are well cared for and happy.



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MADE IN GERMANY

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 **Röhnfried**[®]



**For Health and Vitality
in Ornamental Birds**

www.roehnfried.de



- by your side for over 75 years

Dear Breeder Friends,

For over 75 years, the **Röhnfried** brand has been a trusted companion in the fascinating world of our beloved birds. What has led to international success stories in pigeon sport – the high-performance sport of the avian world – can also make your ornamental bird breeding measurably more successful. Among accomplished breeders, this has long ceased to be a secret tip. **The decisive advantage: our products were developed, tested, and proven by champions under the extreme conditions of competitive sport.** This wealth of experience flows directly into your aviary. We are proud to share these success formulas with you.

- ✓ **Birds that unfold their full splendour**
- ✓ **Offspring that are resilient and vital from the start**
- ✓ **A moult that ensures perfect plumage**

This is precisely where **Röhnfried's principle** comes into play: **no product without proven effect.** Each preparation serves a clear purpose within a carefully thought-out health management plan. The key to future champions lies in consistent prevention – prevention is better than cure.

These are the guiding principles that have made Röhnfried successful for decades: health, performance, and measurable success for all birds. The success formulas are now available in smaller packaging sizes optimised specifically for ornamental birds. You receive the full effect, perfectly dosed for your precious birds.

We thank you for your trust and look forward to supporting you as a partner on your journey to the next breeding success.

Your Röhnfried Team



The 5-Point Plan for Successful Ornamental Bird Breeding

This feeding concept has been developed for breeders who want to feed their birds with the utmost safety while taking full advantage of specialised preparations that promote performance and health.

1. Reduce infection pressure

Prevention is better than cure – the pH value of the water is lowered with **Avidress Plus**, and in combination with **UsneGano**, infection pressure is reduced.

2. Strengthen immunity

Probiotic bacteria in **Entrobac** improve gut flora, thereby enhancing resistance.

3. Replenish vital nutrients

To meet the increased metabolic demands, additional minerals and vitamins are required. We recommend administering **Gervit-W. Taubenfit-E50** can also be used to support Vitamin E requirements.

4. Keep the respiratory system clear

Especially in warmer months or at the start of the breeding season, it is beneficial to keep ornamental birds' airways clear with plant oils and herbal blends. **Atemfrei** supports the respiratory system and strengthens natural defences. **Bio-Air-Fresh** improves cage air quality, cleans the nostrils, and aids healthy mucus discharge.

5. Optimise mineral intake

In addition to the goals outlined above, a continuous and balanced supply of minerals should be a matter of course. Daily administration of **Futterkalk** ensures optimised mineral and trace element intake.

Your contact for product enquiries:



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Explanation of symbols:



To be administered via feed



To be administered via drinking water

Preventing Coccidiosis Correctly

Coccidiosis is a common intestinal disease in ornamental birds, caused by single-celled parasites of the genus *Eimeria* spp. Young birds are particularly affected, showing symptoms such as inflammation of the intestines (enteritis), diarrhoea, weight loss, and general weakness. Adult birds often remain symptom-free but can act as latent carriers, spreading the pathogens and infecting other birds. Effective control and prevention require not only targeted treatment but also good hygiene and optimised housing conditions.

Stress factors such as poor hygiene, transport, feeding problems, or extreme weather can weaken the immune system and promote the proliferation of coccidia. As a large part of the immune system is located in the gut, a healthy intestinal flora plays a central role in defending against pathogens.

Probiotics and prebiotics can support gut health, while medicinal plants like oregano and thyme provide valuable antibacterial compounds, stabilise the gut flora, and aid digestion. Additionally, ginger and cinnamon bark may have anti-inflammatory properties, supporting recovery

The product **UsneGano** combines these natural active ingredients – oregano, thyme, cinnamon bark, and ginger oils – and can be used specifically to support ornamental birds during coccidia infestation. It helps stabilise the gut flora, strengthen the immune system, and enhance the birds' overall defences.

UsneGano

■ Oregano ■ Thyme oil ■ Cinnamon bark oil

100 ml Bottle Art.-No. 11711 | **250 ml Bottle** Art.-No. 11250 |
500 ml Bottle Art.-No. 11251

UsneGano contains oils from oregano, thyme, and cinnamon bark. The significance of the natural components in this unique combination is well-known from the literature. Birds that are given **UsneGano** quickly have firm droppings and bright white nostrils after feeding.

Feeding recommendation:

To promote digestion daily, otherwise 3 ml / litre drinking water.

Breeding, rearing and moulting: 2–3 times per week



Aidress® Plus

■ Vital health ■ All-year product ■ Metabolic efficiency

1000 ml Bottle Art.-No. 11145 | 5 litres Art.-No. 11146

Aidress® Plus contains short-chain acids that lower the pH value of the drinking water to such an extent that the risk of infection is also lowered. It also contains minerals, trace elements, oregano and cinnamon. This mix together with the acids makes the metabolism more efficient.

Feeding recommendation:

Administer daily throughout the year during breeding, moult and rest time: 5 ml per 1 litre of drinking water. Administration of medicines at the same time should always be discussed with a vet first. **Aidress® Plus** can be mixed with **UsneGano** and **Entrobac** without a problem.

Tip: Birds should be gradually accustomed to the taste. Start with 1 ml per litre of drinking water and then increase the amount.



With active formula



Hygiene



Long-term effect



*„To prevent Megabacteria, it is recommended to give **Aidress Plus** daily to support the birds' natural defences, and to administer **UsneGano** twice a week to strengthen the mucous membranes and specifically boost the birds' resilience.“*

Eduart Rocky Shyti

Kräuter-Gemüse-Mix

- Down feather moult
- Support of the airway health
- Healing herb mixture

500 g Dose Art.-Nr. 11115

Kräuter-Gemüse-Mix consists of 17 different herbs. The mixture of a large variety of natural ingredients corrects nutritional deficiencies. Such deficiencies may occur, when birds cannot follow their instincts of feeding on herbs, humus, and soil in the fields. **Kräuter-Gemüse-Mix** – the herbs are beneficial for the intestinal tract and the airways. The mixture ensures that the droppings are solid, the moulting proceeds properly, the plumage is brilliant, and the airways are clean.

Feeding recommendation:

1 Measuring spoon = 10 g per kg.



100% natural



Resting period



Moulting

Entrobac

- Stabilises the Intestine
- Antibiotic-stable
- Inhibits fungal growth

600 g Can Art.-No. 11547 | 125 g Can Art.-No. 11716

Entrobac contains probiotic bacteria and special prebiotics that are needed to populate the intestinal flora as best as possible. **Entrobac** is ideal for restoring the intestinal flora during or after strains, change in feed, stressful phases and treatments.

Feeding recommendation:

Breeding and moult: 2–3 times per week

Resting period: twice per week

Exhibitions: 3 times per week

During and after medication: 10 g per litre of drinking water. Administer over several consecutive days to support gut flora regeneration.



Intestinal equilibrium



Long-term effect



Promotes digestion

Probiotics – Health from the Gut

Building a Healthy Gut Flora

Numerous scientific studies on prebiotics and probiotics have shown that they can have beneficial effects on the target organism's health. It is important, however, to distinguish between prebiotics and probiotics. Prebiotics serve as a nutritional substrate for probiotic bacteria in the gut. They promote a healthy intestinal environment, stabilise the natural gut flora, and thereby support the immune system of ornamental birds.

An effective probiotic for ornamental birds must meet several requirements. Firstly, it must be acid-stable to survive the low pH in the stomach. Only then can it exert its full effect in the gut and avoid being destroyed by stomach acids. The intended use of a probiotic determines further requirements. These products are often used to restore the gut flora following antibiotic treatment. Modern probiotics contain high numbers of probiotic bacterial strains that are stable against commonly used antibiotics such as colistin, enrofloxacin, or amoxicillin. This allows the gut flora to be specifically supported and regenerated even during antibiotic administration.

Probiotic bacteria also promote the growth of lactobacilli in the small intestine by optimising the living conditions for the body's own microflora. This helps displace pathogenic germs such as E. coli, Salmonella, and Clostridia. An additional benefit of modern probiotics is that their metabolic products can inhibit fungal growth. Many high-quality gut-restoration products also include specific prebiotics to nourish and stabilise the beneficial gut flora over the long term.

Administering a probiotic is particularly recommended after periods of stress. Changes in diet, transport, moulting, or prolonged water deprivation can lead to dysbiosis (disturbance of the gut flora) and weaken the birds' defences. Next-generation probiotics reliably counteract this dysbiosis. For optimal support following stressful periods such as moulting, breeding, transport, or medication administration, it is advisable to use products that also contain vitamins in defined concentrations. These contribute to rapid recovery and the stabilisation of health.



Essential Vitamins for Enhanced Vitality

Vitamins are particularly important for birds, as they are involved in almost every metabolic process in the body. They strengthen the immune system, contribute to muscle and bone development, and play a vital role in fertility and overall growth. In total, there are 13 different vitamins.

Most of these essential nutrients cannot be produced by the body and must therefore be supplied through the diet. To prevent vitamin deficiencies, it is advisable to supplement these vital nutrients. Additional vitamin administration has proven especially beneficial during periods of stress or following illness.

Taubenfit-E 50

■ Preparations for breeding ■ Muscle building ■ Cell protection

100 ml Bottle Art.-No. 11713 | **250 ml Bottle** Art.-No. 11497

Together with other feed, **Taubenfit-E50** is meant to supply breeding birds with the needed amount of vitamin E. Especially in combination with selenium, vitamin E has a beneficial influence on the fertility, the hatch rate, the upbringing, and the muscular structure.

Feeding recommendation:

5 ml per litre of drinking water.

Gervit-W®

■ Moulting ■ Rearing ■ Recovery

100 ml Bottle Art.-No. 10500 | **500 ml Bottle** Art.-No. 10502
250 ml Bottle Art.-No. 10501 | **1000 ml Bottle** Art.-No. 10503

Gervit-W® is suitable for compensating for diet-related vitamin deficiencies (when feeding only seed) during breeding, moulting, exhibition periods, and unfavourable seasons. It can be administered via drinking water or mixed with seed feed.

Feeding recommendation:

5 ml per litre of drinking water



Perfect breeding



High economical



Fast effect



High economical



Long-term effect



Perfect breeding



Bio-Air-Fresh

Spray solution for improvement of air

- Air quality improvement
- Dust binding
- Free airways

400 ml Spray can Art.-No. 11487

Bio-Air-Fresh contains various herbal distillates to improve air quality. The essential oils present in these distillates help eliminate unpleasant odours and are also beneficial for the respiratory system. The included camphor oil supports healthy mucus discharge, while the oils of eucalyptus and mint promote circulation in the airways.

Application:

Spray several bursts in the aviary each evening as needed. Use is also recommended during the winter and spring.



Easy handling



Long-term effect



High economical

Atemfrei

- Frees the airways
- Strengthens the immune response
- Pure, natural herbal oils

100 ml Bottle Art.-No. 11714 | 500 ml Bottle Art.-No. 11161

Atemfrei is an herbal elixir, which contains various herbal oils such as liquorice, thyme, anise, fennel, and peppermint. These oils stimulate the metabolism inside the respiratory tract and promote the immune response. This increases the vitality of birds. Top quality herbal oils with their aromatic flavour and added vitamin C and zinc support the physiological functions of the respiratory tract.

Feeding recommendation:

Atemfrei can be administered via drinking water or mixed with feed:

10 ml per 1 l drinking water

15 ml per 1 kg feed

Dosage can be doubled during periods of special stress.

For ornamental birds: use 10 days before exhibitions and 14 days before breeding. If necessary, administer twice per week.



100% natural



Natural protection from the inside



Fast effect



Supplementing Minerals

Minerals are inorganic nutrients that are essential for ornamental birds. A deficiency can severely affect their health and vitality. It is therefore important to ensure that all minerals and trace elements are supplied consistently through the diet.

Even the best seed mixtures often do not provide enough calcium. Ornamental birds should therefore always have access to calcium-containing supplements. This is particularly important in modern housing systems with limited free flight, where birds rely on their keeper to provide valuable minerals. Calcium (Ca) and phosphorus (P) are essential for bone formation and metabolism. Calcium also supports muscle function, heart activity, blood clotting, and the acid-base balance. A deficiency can lead to deformed breastbones and thin or brittle eggshells.

Macro minerals such as magnesium, sodium, potassium, chloride, and sulphur are involved in many metabolic processes. They activate enzymes, support neuromuscular signal transmission, ensure optimal muscle function, regulate water and electrolyte balance, and are important for the production of stomach acid.

Our mixes also contain grit, which aids the mechanical grinding of seeds in the gizzard. Without grit, feed cannot be fully utilised, which can lead to digestive problems. Additionally, the clay bound to the minerals promotes the production of digestive juices, supporting healthy digestion – a crucial advantage for balanced and effective feeding of your ornamental birds.

Topfit-Futterkalk

■ Vitamins ■ Minerals ■ Trace elements

1 kg Can Art.-No. 10955

Topfit-Futterkalk is a specially defined mix of vitamins, minerals and trace elements. If administered regularly, it promotes growth, muscle development, fertility and bone structure development.

Topfit-Futterkalk ensures optimal results, especially during breeding and rearing.

Feeding recommendation:

10g per kg of feed, or provided freely.



Perfect breeding



With active formula



Moulting

Optimal Support for Rearing and Molt

The rearing of young ornamental birds and the molt of adult birds place special demands on nutrition. During these phases, the requirement for high-quality proteins, essential amino acids, and vital nutrients is particularly high to ensure optimal growth, strong muscles, healthy feathers, and robust overall health. A balanced diet at this time lays the foundation for your birds' future vitality and performance.

During the molt, feathers are especially dependent on the sulphur-containing amino acid methionine, which is essential for feather development. A deficiency can lead to weak, brittle feathers and an incomplete molt. Targeted supplementation with methionine not only supports the development of flawless plumage but also has a positive effect on digestion, metabolism, and overall vitality.

Specialised supplementary feeds, such as **Sedochol**, can provide optimal support during these critical phases, ensuring that rearing and molting proceed without deficiencies. This keeps the immune system strong, feathers healthy and glossy, and helps your ornamental birds develop into vital, high-performing, and beautifully feathered animals that provide lasting enjoyment.



Sedochol

■ Supports digestion ■ Rearing aid ■ Molt support

100 ml Bottle Art.-No. 11712 | 500 ml Bottle Art.-No. 11405 |
1000 ml Bottle Art.-No. 11406

Sedochol is a mix of the sulphurous amino acid methionine, sorbitol and choline. Methionine is contained in large amounts in the feathers, which makes it essential for a faultless molt. **Sedochol** is particularly recommended during changes in the diet or to support digestion.

Feeding Recommendation:

10 ml per litre of drinking water.

Breeding and molt: daily

All year round: at least twice per week



Promotes
Digestion



Intestinal
equilibrium



Race



More Than a Brand!

Dr. Hesse Tierpharma sees itself as an innovative pioneer in care products and supplementary feeds, providing optimised support and nutrition for your animals. With roots in pigeon sport, we are one of the innovators in the field of avian and animal nutrition, producing and distributing products worldwide for the care, health maintenance, and nutritional supplementation of a wide range of hobby and sporting animals.

More than ever, our guiding principle is closely aligned with nature. Through nature-based products, we aim to strengthen and care for your animals. The result of intensive development work is a range of uniquely innovative and effective products for nutritional supplementation and care.

Equally important to us is maintaining close contact with you, as it is through your feedback that we can continue to improve.

Your Röhnfried specialist supplier

MADE IN GERMANY

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