

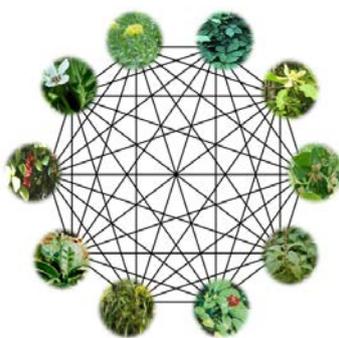
BACK TO MOTHER NATURE!



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Over the last decades, antibiotics, sulphonamides and coccidiostats were considered to be the state of the art preparations for infection control in farm animals. These anti-microbials were even supplemented as prophylactic and to increase animal performance. However, public health hazards due to the development of multidrug resistant pathogens and chemical residues in the food put pressure on the feed industry to introduce alternative feeding concepts and new therapeutic approaches.

Although medical plants were applied during centuries for the treatment of different diseases, the rapid and huge demand to switch from well-established fattening and therapeutic approaches to new concepts could not be satisfied with the available commercial herbal preparations of the first-generation products due to several reasons. Basically, there was a lack of solid scientific background about the interactions among different plant ingredients and the practical use of herbal extracts mainly tested under laboratory conditions.



The Herb-All™ products are bio-complexes, which contain different herbs and plants which have a synergistic effect.

The whole instead of the part

A new promising approach is to feed herbal preparations containing the whole plant and their untreated parts. Every plant represents something complete, because it is a recipe based on intelligence and wise planning by nature. All active ingredients of a plant – known as secondary plant substances - have their meaning, complement each other and work as a whole. Taking this natural concept apart by extracting some specific ingredients will lead to a loss of efficacy of the final product. Such products will not have the same benefits and synergetic effects and will not cover all required aspects and therefore cannot solve the problems profoundly.

In the last years, the intensive research in the field of medical herbal preparations established new forms of production such as the whole movement of organic farming of animals. Due to the growing awareness of consumers, legal restrictions and the clear loss of

the therapeutic value of antibiotics, the call for alternatives is a must and the only way of forward-looking feed concepts.

The previously mentioned scientific gaps and technical obstacles are avoided in the new generation products such as the Herb-All line preparations produced by Life Circle Nutrition in Switzerland. This is a typical example for the new direction in animal nutrition as an efficient alternative to chemical products. Herb-All preparations satisfied the expectations of clients in more than 40 countries. Their positive feedbacks were confirmed by more than 100 field trials and thesis which were carried out in large farms and at Universities.

A strict quality control is essential

To guarantee a 100% natural product with stable values of all ingredients, it's important to have very high-quality standards. The raw materials of all Herb-All products are analyzed by HPLC before production. It's important to know the concentration of the active ingredients and all leading secondary plant substances. To mix whole parts of herbs and plants, instead of single substances or plant extracts aim to get the maximum effect of each ingredient. The synergistic effects of the different ingredients make the products effective and contribute to strong and healthy animals. Herb-All products can be used in feed formulations for livestock, aquaculture and pets as well. These new generation pure herbal products will bring back the confidence of the consumer in animal welfare and healthy food.

