



Small helpers – big impact!

**mymom[®]
start & protect
& profimix**

**for strong
development**



i Triple simple – triple good

→ mymom[®] start ...

- paste for early-life support
- from the first day after colostrum intake

→ mymom[®] protect

- paste for stabilising digestion
- highly effective – only 1 - 2 applications per animal needed

→ mymom[®] profimix

- supplementary drink (in water or milk)
- ideal for transition phases and critical moments

Why early support is so important

The gut – or, more precisely, the gut microbiome – is the calf's most important immune organ. From day one, it plays a key role in digestion, immune function, metabolism and disease resistance.

The development of this microbiome is a dynamic process that begins even before birth. During the first weeks of life, this sensitive system continues to mature and gradually becomes more capable of intercepting

pathogens.

However, a microbiome that is not yet fully developed cannot effectively defend against many pathogens. Diseases during this early phase can have a negative impact on the calf for the rest of its life.

The first 7 days are particularly crucial

During this period, the microbiome is highly responsive to external influences – and this is exactly where our opportunity lies: the first few days offer the greatest potential to positively shape the development of the gut and immune systems.



mymom® start

the perfect supplement for a strong and healthy start

Supports comprehensive early-life care:



cow colostrum helps close critical immunity gaps



iron supports the development of a strong and stable immune system



probiotics promote a healthy gut and balanced microbiome



mymom® protect

support when it matters most

For changes in faecal consistency:



yeast cell walls bind unwanted pathogens



black cumin oil supports digestion



restores appetite



Dream team
for digestion



mymom® profimix

energy and stability during times of stress

In case of loss of appetite, stress, dietary changes or as a preventive measure:



provides rapidly available energy



contains highly effective probiotics and natural mucilage



is readily accepted even when appetite is low



What's on when?

day 1



colostrum & mymom® start early-life care

day 3



mymom® protect & profimix promote digestion

day 4



mymom® milk replacer

day 5



mymom® müsli plus

week 5



mymom® power TMR

week 12



supplementing mymom® power TMR with cow feed

mymom® start & protect & profimix are:



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