



*#becauseitsyourhorse*



# ABOUT US



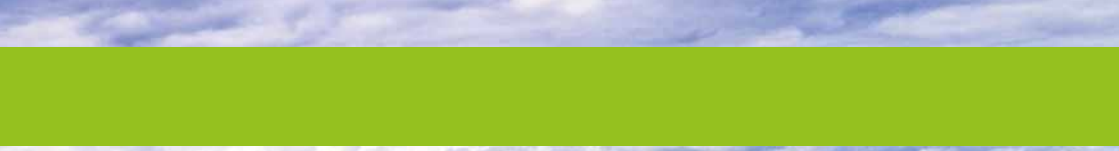
Wiebke Winkler  
& Christoph Reinecke

OUR PRODUCTS ARE  
MADE WITH PASSION AND  
A LOT OF HORSE SENSE ♡

*#becauseitsyourhorse* we give our best - and that already with a long tradition since 1887. Nowadays we pair these traditions with the necessary spirit of the times as the third generation to lead our family business.

Watch the video to find out more about our philosophy





**Genuine products,**  
that work for all horse  
people from big to small

**Manufacture**

The most important  
asset are the hands  
of our team

**For us, the focus is  
on the WE**

Open with each other,  
humanity, honesty,  
responsibility & team spirit



**Naturalness**

in focus with our recipes  
& ingredients



**#challengeaccepted:**

Recycled or recyclable  
materials and  
resource-saving actions

**Our claim**

High quality at a  
fair price



*Anti-Doping Info according  
to ADMR for our products*



# HOOF CARE



## BASIC



## NATURAL

## SPEZIAL



## Nice to know

- ✓ Hoof care keeps the hoof elastic and protects against diseases
- ✓ As much as necessary, as little as possible
- ✓ Natural hoof oil is our recommendation for all hooves, whether soft, hard, brittle or poorly growing
- ✓ After cutting use preventive frog & hoof spray
- ✓ Basis for a healthy hoof is a high quality mineral feed

## THRUSH

Thrush can have many causes - the first thing to do is to find and eliminate the cause.

The external influences such as manure, wetness and bacterial infestation and also the inside of the horse should be checked for intact metabolism and a good mineral supply.

## WHICH PRODUCTS HELP?

**Preventive and for slight problems:** Frog & Hoof Spray

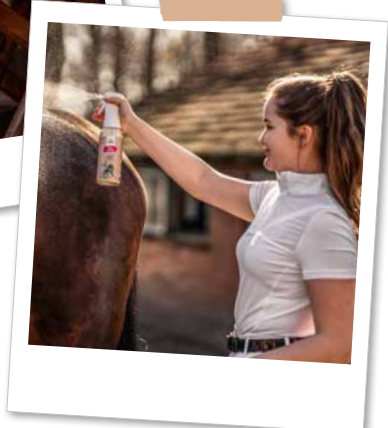
**For heavy problems:** use Maukosan for 2-3 days to kill all bacteria and dry out the frog - then continue with frog & hoof spray. Use Natural Hoof Oil to allow the horn to regrow elastically.



For more info about  
hoof care products



# INSECT PROTECTION



## Nice to know

- ✓ Ideal effect is only achieved when the **WHOLE** horse is sprayed
- ✓ Our Icaridin products have the highest possible active ingredient content of 20.6%
- ✓ HorseDeo is our absolute top seller in the insect repellent sector
- ✓ HorseDeo is mild to the skin and therefore also ideal for eczema sufferers
- ✓ HorseDeo Superfresh, the natural insect repellent with a fresh scent



## BASIC

## REFILL CANS

Our insect repellent products (as well as many other products) are available in 2,5l, 5l, 10l and 25l refill cans. **Tip:** This saves you money and protects the environment by saving packaging. All bottles from us are refillable!

## PROFESSIONAL SPRAY BOTTLE

**BrummerControl** and **HorseDeo** are available in the professional spray bottle, which sprays particularly quietly and economically and achieves optimum coverage with the product. Sprays also overhead, especially suitable for spray-sensitive horses. This bottle is also refillable.

## NATURAL

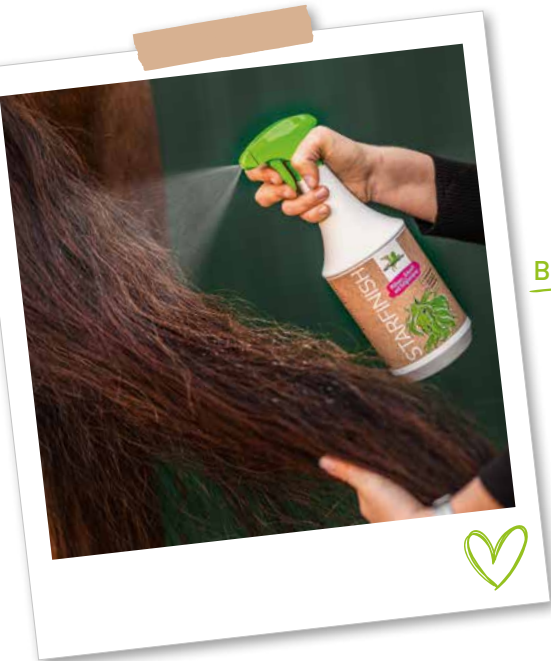


## SPEZIAL

*For more info about insect repellent products*



# COAT & SKIN CARE



## BASIC



## MANURE AND GRASS STAINS ADÉ!

100% natural and handmade - **HairFine** for washing mane, tail & coat is ideal to remove dung and grass stains - simply lather, rinse off product residues or remove in winter with wet towel - done.



## NATURAL





## Nice to know

- ✓ Before clipping, spray the horse with StarFinish for easier clipping
- ✓ No mane spray is necessary after using the SkinFine Soap
- ✓ Rinse out SkinFine soap only after 3-4 minutes
- ✓ The shampoos are adapted to the pH-value of the horse

## SWEET ITCH

In summer itching, chafing & eczema accompany us as an annoying permanent topic.

### WHICH PRODUCTS HELP?

**Cleansing** with Derma Shampoo and SkinFine Soap

**Care** with Anti-Itch & SkinDoc

**Protect** against renewed infestation by black flies with HorseDeo

**In acute cases**, treat the affected areas daily with Anti-Itch (massage in well!) & SkinDoc. SkinDoc can be used on damaged skin without hesitation.



SPECIAL



## MOUTH CARE

↩ **MouthFine** is the first purely natural mouth care balm without flavoring and artificial additives. Very rich and economical, cares for and protects the mouth area. The taste can lead to better chewing and acceptance of the bit due to the real, regional honey.

↪  
*For more info about  
the coat & skin care products*



# REGENERATION & SKIN PROTECTION



## BASIC



## NATURAL

## SPECIAL



## Nice to know

- ✓ SkinDoc belongs in every stable pharmacy for all skin blisters
- ✓ SuperCool has a high arnica concentration and helps perfectly with bruises, stings and blunt injuries
- ✓ Maukosan effectively dries up mud fever as well as thrush

## MUD FEVER

Mud fever can have many causes - the first thing to do is to find and eliminate the cause. Thereby the external influences like bacterial infestation by dung or wetness and also the inside of the horse should be checked for intact metabolism and a good mineral supply and optimized, if necessary.

## WHAT PRODUCTS HELP?

**Preventive and for slight problems:** Use **Maukosan** for 2-3 days to kill all bacteria and dry the affected areas - then continue treatment with SkinDoc. **SkinDoc** allows the skin to heal and restores its elasticity, while being effective against viruses, bacteria and fungi. Washing should be as little as possible, if then with the **SkinFine soap**: lather 3-4 minutes, then rinse.

## #GAMECHANGER SKINDOC

**SkinDoc** contains, among others, microsilver and is effective against viruses, bacteria and fungi - at the same time strongly caring and still purely natural. SkinDoc can help with mud fever, eczema, thrush, weeping, poorly healing wounds, small scratches, purulent wounds, HotSpots, etc.!



For more info about skin protection products



# TREATS & SUPPLEMENTARY FEEDSTUFF



## Nice to know

- ✓ Meadow happies are grain-free, low in starch and sugar
- ✓ Linseed oil can enhance the energy in the feed ration without straining the metabolism
- ✓ Herbal elixir optimally supports the respiratory system & the immune system
- ✓ Electrolytes best fed in summer as a 2-bottle cure

## WET AND COLD SEASON

The wet and cold season often brings a few health problems for the horses. In order to optimally prepare the immune system for the change of coat and the coughing season, one can support!

### WHICH PRODUCTS HELP?

Feed **linseed oil** for the plus of energy and omega 3 fatty acids, has a positive effect on intestinal health and the change of coat.

**Herbal elixir** strengthens the immune system and is a benefit for the respiratory system.

Feed 1-2 bottles as a cure both preventively and in acute cases.



**BASIC**

**NATURAL**



**SPECIAL**

For more info about  
the supplement feedstuff



# #benseundeickepartner



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eventing



### Nice to know

- ✓ Only those who really want to work with us and are convinced of our products become partners with us
- ✓ Our partners help us with product development and give us valuable feedback
- ✓ Our partner team is mixed: almost all riding styles are represented
- ✓ They all have one thing in common: the philosophy fair to the horse ♡

# CHEWING PROTECTION & EQUIPMENT



## THE PERFECT GROOMING EQUIPMENT

Our grooming equipment offers you the perfect equipment for your grooming box! And this is how we clean: groom, remove coarse dust with the **SchmutzLiese** and then get out small dust residues with the **GlanzElse** - done! **KämmLotte** gives tail, mane & head the perfect finish!

*We love it ♡*

## CHEWING PROTECTION



### Nice to know

- ✓ BiteStop Spray is suitable to protect the car from marten bites
- ✓ For fences prefer BiteStop Paste, for equipment prefer BiteStop Spray
- ✓ Our grooming equipment is "made in Germany"
- ✓ The SchmutzLiese is our absolute top seller among the brushes
- ✓ SchnittBerta: "made in Germany" by the scissors manufacturer PAUL

## GROOMING EQUIPMENT



## EQUIPMENT



*For more info about the equipment products*

# #Soulhorse loves BENSE & EICKE



## FOR SPARKLING PONY COAT

### Nice to know

- ✓ The Soulhorse loves Bense & Eicke products have the same quality as our branded products
- ✓ Some products are available in a different packaging than our products
- ✓ You can get the products via the retail trade & online at [www.soulhorse.de](http://www.soulhorse.de)

## FOR PONY FEED RATION



## FOR LEATHERCARE

## FOR THE PONY HEALTH



## FOR THE PONY HOOVES



## FOR RELAXED SUMMER TIME



For more info about the Soulhorse loves Bense & Eicke products



# LEATHER CLEANING

## BASIC



## SPECIAL

### Nice to know

- ✓ Our leather care products are suitable for all smooth leathers
- ✓ In leather care less is more
- ✓ If the leather is over cared, the pores become clogged, it becomes soft, cracks or leather corrosion occurs
- ✓ Riding boots only grease-free care
- ✓ also applicable for leather products with Goretex membrane
- ✓ Black leather oil and grease is not dyeing, only color refreshing
- ✓ In case of doubt, always test the product on an invisible spot

## THE CORRECT RIDING BOOT CARE

In order to maintain leather stability and function of riding boots, boots should only be maintained free of grease.

**Cleaning:** with water or Leather Cleaner

**Care:** with shoe polish or Leather Conditioner



# LEATHER CARE



## CLEAN AND CARE LEATHER

As a natural product, you want leather to last as long as possible, so you need to clean it (remove dirt & sweat) and care for it regularly. Our **mild leather cleaning products** clean and preserve. At longer intervals, you should also care for the leather with a balm, grease or conditioner.



PREMIUM

BASIC



SPECIAL



EXCLUSIVE

For more info about  
the leather care products





## YOU HAVE QUESTIONS OR NEED PRODUCT ADVICE?

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**We are happy to help you! Call us or write us!**

Phone: +49 (0) 5561-31 999-0

Mail to: [service@bense-eicke.de](mailto:service@bense-eicke.de)

**You can also find all information about us and our  
products on our website: [www.bense-eicke.de](http://www.bense-eicke.de)**

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### *Follow us*

On facebook & Instagram we are very active and provide you with a lot of information about us and our products.

In our Story Highlights we store everything about the different topics, so that it is always available. Regularly there are promotions & raffles.



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