

# DRM

DRM™ CANINE FORMULA



The effective nutritional approach to support your treatment of inflammatory and allergic skin disorders in dogs.

- High levels of quality and selected protein sources (capelin and rapeseed)
- High levels of:
  - EPA
  - Zinc
  - Vitamin A
  - Glycine
  - DHA
  - Arginine
  - Proline
  - Lysine
- Optimal levels of Antioxidants (Vitamin E and C)
- Approved for long term feeding of adults and puppies

## Indications:

- Atopic dermatitis
- Flea bite allergic dermatitis
- Adverse reactions to food: food allergy and food intolerance
- Otitis externa
- Nutritional support for wound healing and skin recovery
- IBD
- Chronic diarrhoea
- Elimination diet

 **PURINA**  
VETERINARY DIETS™



An effective nutritional approach to support your treatment of inflammatory and allergic skin disorders in dogs. Purina Veterinary Diets™ Canine DRM Derm™ contains high levels of selected protein, EPA and DHA, vitamin A, E and C and zinc to help promote recovery from skin disease.

### High levels of quality protein

The essential nutrient responsible for skin repair and maintenance; healing, fibroblast formation and collagen synthesis

### Formulated to minimise potential food reactions

- Select protein sources – capelin and rapeseed, uncommon ingredients in dog foods
- Purified corn starch – a carbohydrate source containing negligible protein
- Helps reduce the pruritic threshold (Fig1)

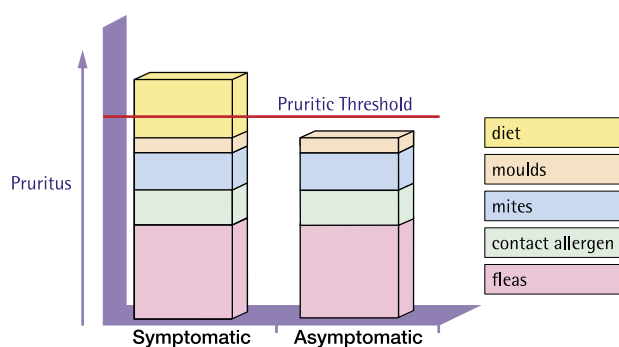


Fig1. A pruritic dog with concurrent atopy and food allergy may drop below the pruritic threshold by the effective control of only one allergen.

### High levels of arginine

- Plays an essential role in wound healing as a precursor for collagen synthesis
- Facilitates the availability of immune cells to the wound site for healing

### Rich in proline, glycine, lysine and arginine

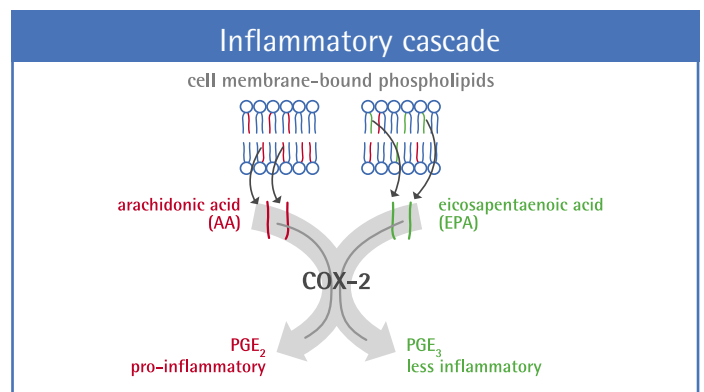
- Essential building blocks of collagen, the principal component of the dermis

### Optimal level of zinc

- An essential cofactor for collagen formation and for nucleic acid synthesis
- A cofactor for enzymes involved in cell proliferation and tissue growth and repair
- Helps promote wound healing
- Helps promote an active dermal immune function

### High levels of EPA and DHA

- Helps reduce eicosanoids associated with inflammation by switching the production of pro-inflammatory mediators (prostaglandins E<sub>2</sub> and leukotrienes B<sub>4</sub>) towards non-inflammatory prostaglandins and leukotrienes
- Helps support the cutaneous barrier function and helps prevent transdermal water loss
- Essential for cell membrane integrity to maintain normal fluidity and permeability



High levels of dietary long chain omega-3 fatty acids EPA and DHA increases the proportion at cellular level. When the COX-2 pathway converts EPA instead of AA, less pro-inflammatory PGE<sub>2</sub> is produced.

### Antioxidants – optimal levels of vitamin E and C

- Helps protect cutaneous cells against attacks by free radicals produced by damaged skin and environmental insults

### High levels of vitamin A

- Essential for epithelial integrity and closure of open wounds
- A component of collagen synthesis

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### Can also be fed to puppies