IS YOUR DOG AFFECTED BY SKIN PROBLEMS?

IMPROVING SKIN AND COAT CONDITION

Shaping the future of animal health
SKIN AND COAT RECOVERY
For dermatosis and excessive loss of hair not related to food allergies

PROVEN VISIBLE RESULTS FROM THE FIRST 2 WEEKS!
93% of dogs improved after 2 months of use!
HEALTHY SHINY COAT!

KEY BENEFITS

IMPROVES COAT CONDITION
Helps reduce scale and promotes a shiny coat

HIGH PROTEIN & SULPHUR AMINO ACIDS
Supports skin healing and hair regrowth

DERMA PLUS COMPLEX
Helps improve clinical signs of dermatosis and dermatitis

HIGH ESSENTIAL FATTY ACIDS
OMEGA-6 & OMEGA-3
Helps modulate inflammation

SUPPORTS SKIN BARRIER EFFECT
Helps to reinforce natural skin defences, a key factor in the long term management of dermatosis and dermatitis.

UNDER VET RECOMMENDATION
AVAILABLE FORMATS: 3KG, 7KG, 12KG

HIGH PROTEIN
34% OF ANIMAL ORIGIN 88%

WHAT IS A DERMATOSIS?

Dermatosis in pets is a disease affecting the skin, causing inflammation and itching. The condition may be temporary or chronic, and can compromise the health and welfare of your pet.

21% of animals are presented to the vet because of a dermatological problem²

WHAT ARE THE ROOT CAUSES OF SKIN & COAT DISORDERS?³

- **Non-allergic dermatosis**
  - 70% such as:
    - Parasitic & fungal dermatosis
    - Dermatosis due to nutritional deficiency

- **Non-food related allergy**
  - 24% such as:
    - Flea bite allergy
    - Atopy

- **Adverse food reaction**
  - 6%

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Nutrition is essential for re-establishing a healthy skin and coat. 

Protein & Amino acids

25-30% of daily protein intake is used for skin & coat maintenance.²

Essential Fatty Acids (EFA’s)

EFA deficiency causes the skin to become scaly and dry, the hair matts easily and the skin loses its elasticity.

Vitamins & Minerals

Vitamins and minerals lay the foundation for good skin and coat quality.

- Vitamin A
- Zinc (Zn)
- Iodine (I)

Vitamin A and zinc are important for renewal and repair of skin. Iodine is essential for hair growth.²
NUTRITION IS ESSENTIAL FOR RE-ESTABLISHING A HEALTHY SKIN AND COAT

The main skin protein is keratin, made of sulphur amino acids, found in animal protein.

Protein represents 95% of the hair structure.*

OMEGA-3 (EPA, DHA)
MODULATION OF INFLAMMATION

OMEGA-6 (LA, GLA)
SHINY COAT

Foundation for good skin and coat quality.

**E** vitamin
Protection of skin cells from oxidant damage

**B** vitamin
Necessary for fat and protein metabolism

**C** vitamin
Aids in wound healing

**Cu** copper
Hair colouration
WHAT IS AN ALLERGIC REACTION TO FOOD?

Food allergies occur when an animal’s immune system misidentifies a protein from a food as an invader rather than a food item and mounts an immune response. The end result of this response can be itchy skin in some pets, while it may cause colitis or diarrhoea in others.

The most common sources of food allergens in dogs are:

BEEF DAIRY WHEAT EGGS GLUTEN

In the rare case your dog is food allergic or intolerant, we have a solution:

DID YOU KNOW? only 6% of dermatoses are related to food

In the rare case your dog is food allergic or intolerant, we have a solution:

Hydrolysed protein:

Hydrolysed protein is protein that has been broken down into its component parts called amino acids. These small particles go undetected by the immune system, therefore effectively avoiding an allergic reaction.

FOOD ALLERGIES

Reduction of ingredient and nutrient intolerance

PROVEN PALATABILITY!

96% of dogs appreciated the tested diet

KEY BENEFITS

ELIMINATION DIET
Allows management of the most common food allergies.

PURIFIED SOURCE OF CARBOHYDRATE
No hidden proteins thanks to the use of tapioca (purified starch from manioc).

WITH HYDROLYSED SALMON

Hydrolysate made from fresh salmon.

HIGH DIGESTIVE TOLERANCE
Includes ingredients (clay, probiotics, prebiotics, selected fibres) to secure the digestive function.

HIGH PALATABILITY
High in animal protein and animal fats to aid in palatability.

UNDER VET RECOMMENDATION

AVAILABLE FORMATS: 3KG, 7KG, 12KG

(6) Leriche I et al. Assessment of the palatability and digestive tolerance in dogs of a new diet based on hydrolysed salmon as the protein source. Internal data 2018.
35 years of experience

PROVEN PALATABILITY!

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