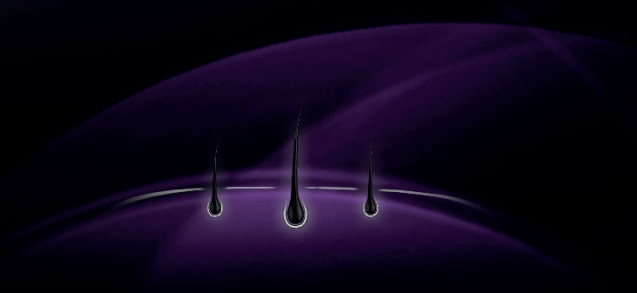




VETERINARY™
HPM
CLINICAL DIETS
DERMATOLOGY & ALLERGY

IS YOUR CAT
AFFECTED
BY SKIN
PROBLEMS?



IMPROVING SKIN AND COAT CONDITION

Shaping the future
of animal health



D

DERMATO

SKIN AND COAT RECOVERY

For dermatosis and excessive loss of hair not related to food allergies



UNDER VET
RECOMMENDATION

AVAILABLE FORMATS: 3KG

HIGH PROTEIN

44%

OF ANIMAL ORIGIN 94%

PROVEN VISIBLE RESULTS
FROM THE FIRST 2 WEEKS!



95%
of cats improved
after 2 months of use!¹
HEALTHY SHINY COAT!

KEY BENEFITS

IMPROVES COAT CONDITION

Helps reduce scale and promote a shiny coat¹

HIGH PROTEIN & SULPHUR AMINO ACIDS

Supports skin healing and hair regrowth

DERMA PLUS COMPLEX

Helps improve clinical signs of dermatosis and dermatitis¹

HIGH ESSENTIAL FATTY ACIDS OMEGA-6 & OMEGA-3

Helps modulate inflammation

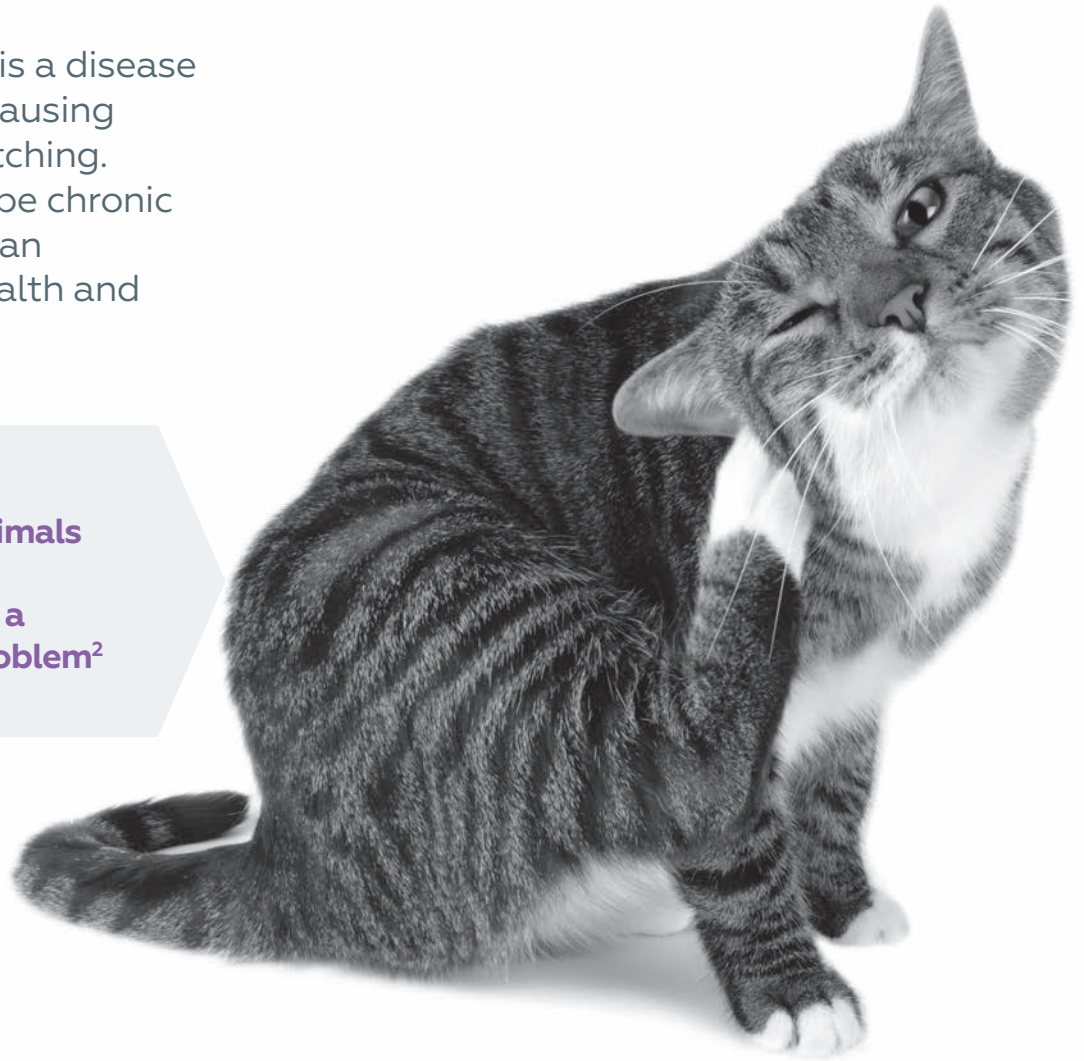
SUPPORTS SKIN BARRIER EFFECT

Helps to reinforce the natural skin defenses, a key factor in the long term management of dermatosis and dermatitis.

[1] Leriche I., Navarro C., Fournel S., Nicolas C., Gely MO. Assessment of a new high protein – high fatty acid diet in cats with chronic skin and coat disorders. SEVC Congress, Granada, Spain, 20-22 Oct 2016.

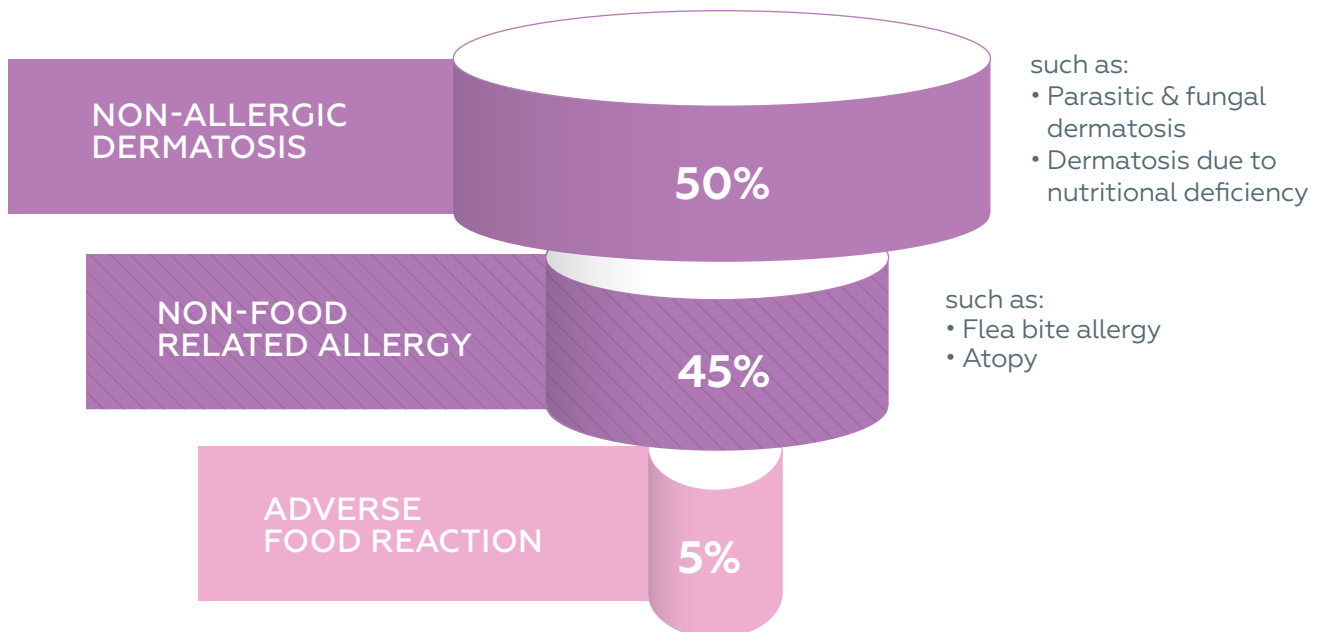
WHAT IS A DERMATOSIS?

Dermatosis in pets is a disease affecting the skin, causing inflammation and itching. The condition may be chronic or temporary, 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



[2] P. B. Hill, A. Lo, C. A. N. Eden, S. Huntley, V. Morey, S. Ramsey, C. Richardson, D. J. Smith, C. Sutton, M. D. Taylor, E. Thorpe, R. Tidmarsh and V. Williams. Survey of the prevalence, diagnosis and treatment of dermatological conditions in small animals in general practice. *Veterinary Record* 2006 158: 533-539.

[3] Olivry T, Mueller RS. Critically appraised topic on adverse food reactions of companion animals (3): prevalence of cutaneous adverse food reactions in dogs and cats. *BMC Vet Res.* 2017;13:51.

NUTRITION IS ESSENTIAL FOR RE-ESTABLISHING A HEALTHY SKIN

**Protein
& Amino acids**

30-45%

of daily protein intake is used for skin & coat maintenance⁴

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 healthy skin

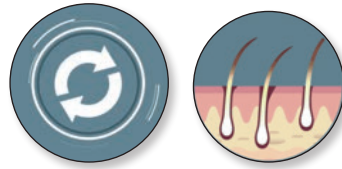


Renewal and repair of skin



Hair growth

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.⁴



OMEGA-3 (EPA, DHA)
MODULATION OF INFLAMMATION



OMEGA-6 (LA, GLA)
SHINY COAT

Foundation for good skin and coat quality.



Protection of skin cells from oxidant damage



Necessary for fat and protein metabolism



Aids in wound healing



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 cats are⁵:



BEEF



DAIRY



FISH



LAMB



WHEAT

DID YOU KNOW?

**only 5% of dermatoses
are related to food⁶**

In the rare case your cat 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.

[5] Verlinden A et al. Food allergy in dogs and cats: a review. *Crit Rev Food Sci Nutr* 2006; 46: 259-273.

[6] Olivry T, Mueller RS. Critically appraised topic on adverse food reactions of companion animals (3): prevalence of cutaneous adverse food reactions in dogs and cats. *BMC Vet Res*. 2017;13:51.

A ALLERGY

FOOD ALLERGIES

Reduction of ingredient and nutrient intolerance



UNDER VET
RECOMMENDATION

AVAILABLE FORMATS: 3KG

WITH HYDROLYSED SALMON



PROVEN PALATABILITY!

96%
of cats appreciated
the tested diet⁷

KEY BENEFITS

ELIMINATION DIET

Allows management of most common food allergies.

PURIFIED SOURCE OF CARBOHYDRATE

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

WITH HYDROLYSED SALMON

Fresh salmon hydrolysate

HIGH DIGESTIVE TOLERANCE

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

HIGH PALATABILITY

High levels of animal protein and animal fat to aid palatability.

[7] Leriche I et al. Assessment of the palatability and digestive tolerance in cats of a new diet based on hydrolysed salmon as the protein source. Internal data 2018.



35 years of experience

Shaping the future
of animal health

