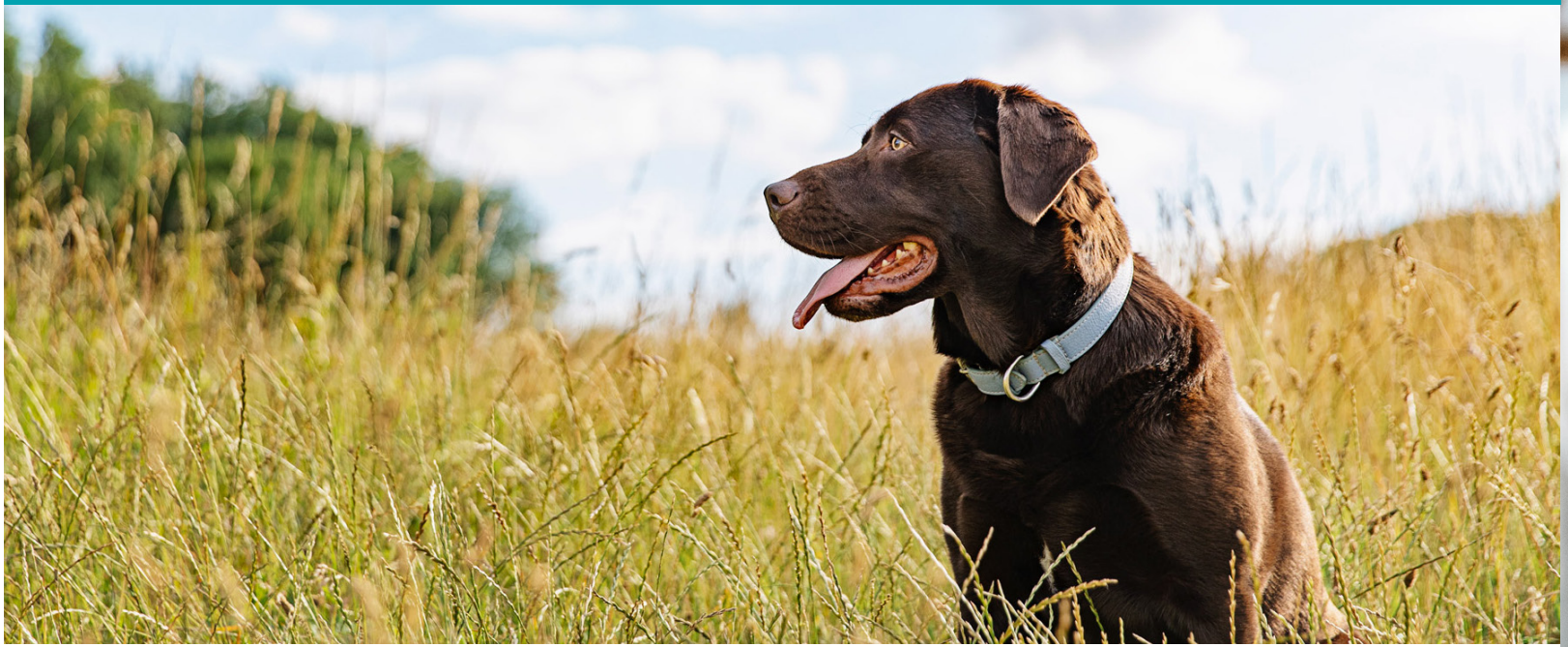


UNDERSTANDING WHEN TO RECOMMEND MEDICATED VS. ITCHY SHAMPOO



Step 1. Choosing the right shampoo

Is your customer seeing?

Itch, with pimples or raised red lumps (papules)

YES



Recommend

MediDerm® Gentle Medicated Shampoo for infected skin and follow with **NutriDerm® Replenishing Conditioner***

NO

Is your customer seeing?

- Itch, particularly of ears, face, underarms, groin and between toes
- Normal skin and hair coat ranging to dry and flaky skin

YES



Recommend

NutriDerm® Replenishing Shampoo for allergic skin and follow with **NutriDerm® Replenishing Conditioner***

Step 2. Support skin from the inside out with oral fatty acid supplementation



Recommend

Dermega for omega-3 and 6 fatty acid supplementation



*Don't forget, infections are always secondary to an underlying skin issue



BLACKMORES ANIMAL HEALTH

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INSPIRED BY NATURE**

BLK51304



paw 
PURE ANIMAL WELLBEING
By BLACKMORES

SKIN HEALTH

**in Dogs
& Cats**



1 IN 5 DOGS SUFFER FROM PRIMARY SKIN CONDITIONS

Skin problems are very common in dogs. Healthy skin acts as a barrier, preventing the skin from losing moisture and protecting the animal from the outside world.

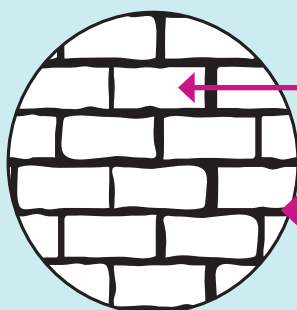
Losing too much moisture from the skin can lead to problems such as dry, scaly or itchy skin.

If the skin barrier is damaged, allergens and germs can enter the skin, resulting in allergic/atopic dermatitis or skin infections.

Dogs with allergic skin problems often have dry, itchy skin and a poorly functioning skin barrier, which makes them more prone to recurring skin infections.

The Skin Barrier Is Like Bricks & Mortar

Healthy skin barrier

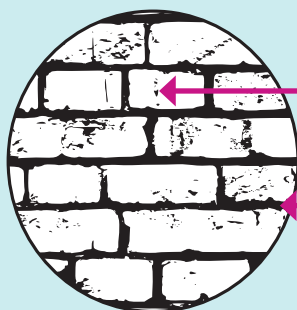


Bricks = skin cells, which provide strength & structure

Mortar = fatty layer (including ceramides & EFAs), which prevents water loss

If the fatty layer is compromised, water can escape from the skin, allowing it to become dry, itchy or inflamed.

Compromised skin barrier

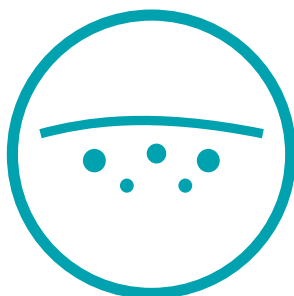


Bricks become damaged & the structure becomes compromised

Mortar crumbles away, allowing the elements to further damage the bricks

IDENTIFYING AN INFECTION CAN OFTEN BE DIFFICULT WITHOUT PROPER DIAGNOSIS FROM A VET

Some key signs to look for include:



pimply rashes



bad smelling coat



crusty skin




greasy build up on skin





Remember: If in doubt, or if the skin infection is causing the dog discomfort – recommend the owner has their pet looked at by a vet. Further medication may be needed to manage some skin problems.


SAFELY TREAT INFECTIONS

PRODUCT:	FEATURES:	GREAT FOR:
<p>PAW MediDerm® Medicated Shampoo</p> 	<ul style="list-style-type: none"> Effectively treats bacterial & fungal skin infections. Does not dry out the skin or strip natural protective oils. 5 minute contact time. Non-toxic, safe to use without gloves or goggles. 	<ul style="list-style-type: none"> Skin infections Greasy build-up Bad smelling coat Itchy skin associated with skin infections Frequent/recurrent skin infections

GENTLY SOOTHE ITCHY SKIN

PRODUCT:	FEATURES:	GREAT FOR:
<p>PAW NutriDerm® Replenishing Shampoo</p> 	<ul style="list-style-type: none"> Hydrating & soothing topical treatment for dry, itchy or allergic skin. Contains soothing colloidal oatmeal. Also contains essential fatty acids to support the health of the skin's protective barrier. Free from soaps, sulphates and artificial fragrances which can make itchy pets worse. 	<ul style="list-style-type: none"> Dogs with dry, itchy, red or allergy-prone skin
<p>PAW NutriDerm® Replenishing Conditioner</p> 	<ul style="list-style-type: none"> Contains PAW Cerasine® Complex - a special blend of ceramides and oils similar to those that make up the skin's natural barrier to help support a healthy skin and coat. <p>TIP: PAW NutriDerm® Replenishing Conditioner can also be used as a leave-in treatment, or made into a spray (1 part conditioner to 2 parts water).</p>	<ul style="list-style-type: none"> Great to use in conjunction with medicated shampoo (e.g. MediDerm®) to repair a compromised skin barrier

HOLISTIC LONG TERM TREATMENT




PRODUCT:	FEATURES:	GREAT FOR:
<p>PAW Dermega® Skin Support</p> 	<ul style="list-style-type: none"> Easy to dose oral omega oil. Contains flaxseed oil to help support a healthy skin barrier. Contains fish oils to help reduce allergy and inflammation. 	<ul style="list-style-type: none"> Dry or flaky skin Itchy, inflamed or allergic skin For maintaining a healthy, shiny coat

Please read the labels and follow the directions for use.



LOOK FOR PAW SKIN HEALTH SALES OPPORTUNITIES

If your customer is buying:

PRODUCT:	QUESTION:	DID YOU KNOW?
<p>FOOD FOR SENSITIVE SKIN</p> 	<p><i>"I notice you're buying food for dogs with sensitive skin - what kind of skin problems does your dog have?"</i></p>	<p>Conditioning the skin is really important for dogs with skin problems - are you currently using a conditioner? PAW NutriDerm® Replenishing Conditioner is great for dogs with dry, itchy or allergic skin (use in conjunction with a medicated shampoo).</p> <p>PAW NutriDerm® Replenishing Conditioner contains hydrating and soothing colloidal oatmeal to provide immediate relief for dry and itchy skin.</p> <p>Is the food for sensitive skin totally relieving your pet's skin, or are they still itchy? PAW NutriDerm® Replenishing Shampoo contains hydrating and soothing colloidal oatmeal to provide immediate relief for dry and itchy skin. Some dogs also need higher levels of omega oils - PAW Dermega® Skin Support can help dogs with itchy skin problems.</p>
<p>MEDICATED SHAMPOO</p> 	<p><i>"I notice that you're buying medicated shampoo - what type of skin problem does your dog have?"</i></p>	<p>Is your dog still itchy after their bath, or soon becomes itchy again? PAW NutriDerm® Replenishing Conditioner supports a healthy skin barrier and soothes itchy skin.</p> <p>If the dog is more itchy after their bath with their current medicated shampoo, PAW MediDerm® Medicated Shampoo may be a great alternative because it doesn't contain any harsh ingredients that can dry out the skin and coat and leave the skin irritated.</p> <p>Does your dog get lots of skin infections? PAW NutriDerm® Replenishing Conditioner is great to help nourish the skin's natural protective barrier (use in conjunction with a medicated shampoo like MediDerm). A healthy skin barrier helps prevent harmful bacteria, yeasts or fungi from entering the skin and causing skin infections.</p>
<p>DEODORISING SPRAY</p> 	<p><i>"Are you using the spray as a perfume for your dog, or is it to hide an odour?"</i></p>	<p>Bad odours can be a sign of a skin infection - does your dog have any other symptoms, like a greasy coat, red or itchy skin, or a pimply rash? PAW MediDerm® Medicated Shampoo is a gentle, safe & fast medicated shampoo that effectively treats skin infections, whilst also supporting the skin barrier.</p>