paw
PURE ANIMAL WELLBEING
By BLACKMORES

PAW BY BLACKMORES NUTRIDERM®

REPLENISHING SHAMPOO

NutriDerm® Replenishing Shampoo is an innovative hypo-allergenic, sulphate & soap free shampoo that effectively and gently cleans the coat and skin without stripping the natural oils. With its soothing rosehip oil & colloidal oatmeal formula, it is suitable for dogs and cats with normal, dry and itchy skin.

BENEFITS:

- **Hypoallergenic**, sulphate free and soap free cleansers for an effective, gentle clean without stripping natural oils from the skin.
- **Soothing colloidal oatmeal** for immediate relief from pruritis
- **Key moisturising nutrients:** A balanced source of essential fatty acids including rosehip oil and vitamin B5 to optimise skin hydration and maintain the skin barrier.
- **No artificial fragrances** for a natural fresh scent.
- For optimal performance NutriDerm® Replenishing Shampoo should be used in conjunction with NutriDerm® Replenishing Conditioner.
- **APVMA registered**

WHEN TO RECOMMEND:

- Dogs & cats that require replenishment of the skin barrier.
- Dogs & cats with itchy, dry or normal skin.

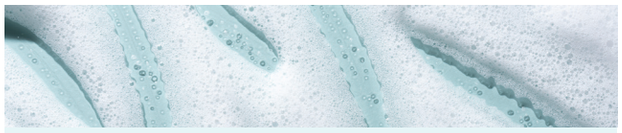
Contains:

Active Ingredient	Amount
Colloidal Oatmeal	21g/L
Rosehip Oil	1g/L

Size: 200ml tube & 500ml bottle. Also available as duo pack with PAW NutriDerm® Replenishing Conditioner - 2x 200ml in a box

Application: Use for bathing every 1 to 2 weeks. Wet animal thoroughly with clean water. Apply NutriDerm® Replenishing Shampoo at several points and gently massage evenly through the coat and onto the skin to form a rich even lather. Leave on for 5 minutes, and then rinse with clean water.

EDUCATION



Surfactants and sulphates

Surfactants play a key role in skin and hair cleansing products, such as soaps and shampoos, by removing accumulated oils, dirt and grime.[1] However, some surfactants can cause skin irritation, dryness and itching due to their impact on the skin.[2] Surfactants can be classified into four key groups based on their electrical charge: anionic (negative), cationic (positive), amphoteric (either negative or positive, depending on pH) and non-ionic surfactants (no charge). Sulphate-containing anionic surfactants such as sodium lauryl sulphate (SLS) and sodium laureth sulphate (SLES) are the most commonly used surfactants in animal and human products as they are effective and inexpensive cleansers.[3,9] However, there is often a trade-off between cleansing efficacy and likelihood of skin irritation.[1,5] Some surfactants such as the sulphates SLS and SLES can cause skin irritation by stripping sebum and ceramides from the skin and disrupting the epidermal barrier.[3] Increased transepidermal water loss (TEWL) through the compromised barrier, plus inflammation from residual surfactant remaining on the skin after rinsing can lead to irritation, dryness, and erythema, while the production of histamines by keratinocytes can cause itching.[2,3,6] A compromised skin barrier may also be more permeable to allergens and irritants in the environment,[7] which can be clinically relevant in atopic skin.[1]

Improved understanding of the physiology of the epidermal barrier has led to the development of skincare products that minimise barrier disruption.[5] For example, the sulphate-free surfactant, alkyl polyglycoside (APG), minimises moisture loss in the skin, with studies demonstrating a 30-40% reduction in moisture loss versus standard sulphate-containing cleansers.[8]

Colloidal oatmeal

Colloidal oatmeal (CO) is relatively new, emerging in commercial form in 1945 by boiling finely ground whole-oat kernels or groats to extract the colloidal material.[13] The composition of CO is largely polysaccharide starch (65–85%), protein (15–20%), lipids (3–11%), fibre (5%) and beta-glucans (5%). Antioxidant flavonoids, vitamins, alkaloids, saponins and sterols appear throughout the macronutrients. This chemical heterogeneity, is credited with CO's multimodal topical actions on inflammatory dermatological conditions.[14]

Based on human research and traditional empirical evidence, colloidal oatmeal is used in veterinary shampoos, sprays and rinses. It behaves as a humectant moisturiser or hygroscopic agent, incorporated into a dehydrated stratum corneum to attract and retain moisture. Fine particles of polysaccharide starch are deposited on the skin to form an occlusive and water-binding colloidal film that retains moisture in the stratum corneum, so improving dry skin conditions.[15] Colloidal oatmeal can also act to buffer the pH of the skin.[16] The complex beta-glucan fibre mucilage within CO is demulcent and antipruritic; forming an occlusive film in aqueous solution that coats and protects the skin while helping to soothe itch and abate scratching.[13,17]

Warnings/prescribing information

- Store below 30°C (room temperature).

REFERENCES:

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