

SCIENTIFICALLY PROVEN NUTRITION:

Successfully manage all* your major and minor dermatological cases

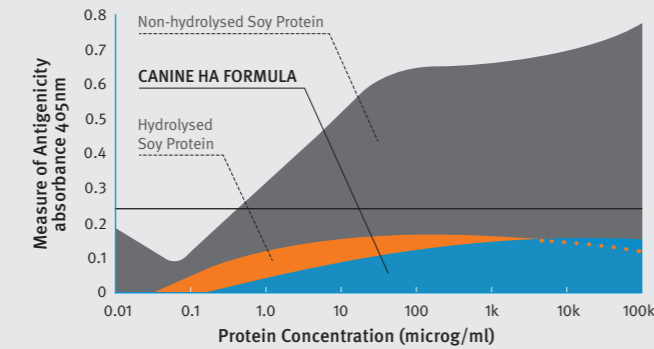
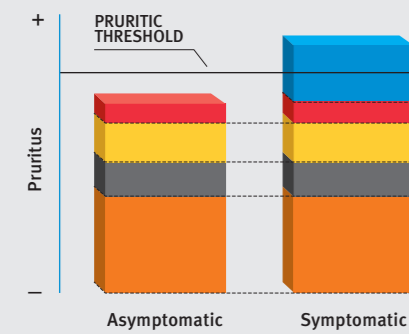
MAJOR CONDITIONS

Allergic skin disease

- True food allergy in dogs and cats is the **third most common allergy** (after flea allergy and atopic dermatitis)¹, responsible for 10–20% of allergic dermatoses⁴
- Approximately 20–30% of food-allergic dogs and cats have other **concurrent allergies**⁵
- Removing food allergens helps keep pets under the **pruritic threshold** and therefore, itch-free⁶
- Allergic dermatoses can be challenging to diagnose and treat⁶ – an **elimination diet** plays a central role in the diagnosis and management of food allergy⁵

Elimination diets

- Using a commercial hydrolysed diet avoids the risk of the pet being allergic to the chosen protein in a single protein source diet⁷
- Hydrolysed protein cannot trigger an allergic reaction, as the protein is too small to react with antibodies or T cells⁷
- Some hydrolysed diets use extreme protein hydrolysis but this is not necessary as it might contribute to the osmotic diarrhoea risk⁷
- Hydrolysed soy proteins in Canine HA do not bind to anti-soy canine antibodies and do not trigger allergic reactions in dogs allergic to soy⁸



Inflammatory skin disease

- Certain key nutrients have specific benefits for skin construction and repair, necessary for treating wounds and conditions such as otitis externa⁹:
 - **High quality protein** (humans with infected wounds require up to 3g protein/kg/day to aid healing)¹⁰
 - **Zinc**: aids wound healing and dermal immune function¹¹
 - **Vitamin A**: supports epithelial healing¹²
 - **Vitamins C and E**: help protect the skin from free radicals¹³
- The majority of skin conditions cause inflammation, and then, self-trauma by the pet leads to skin damage that requires repair
- **Probiotics** are not just for GI conditions – they are proven to promote a healthy immune system, which could benefit pets with skin conditions
- Inflamed and healing skin regardless of cause will benefit from high levels of **long chain omega-3 fatty acids** such as DHA and EPA. These help reduce production of inflammatory mediators. Addition of **omega-6 fatty acids** also helps support cutaneous barrier function¹⁴

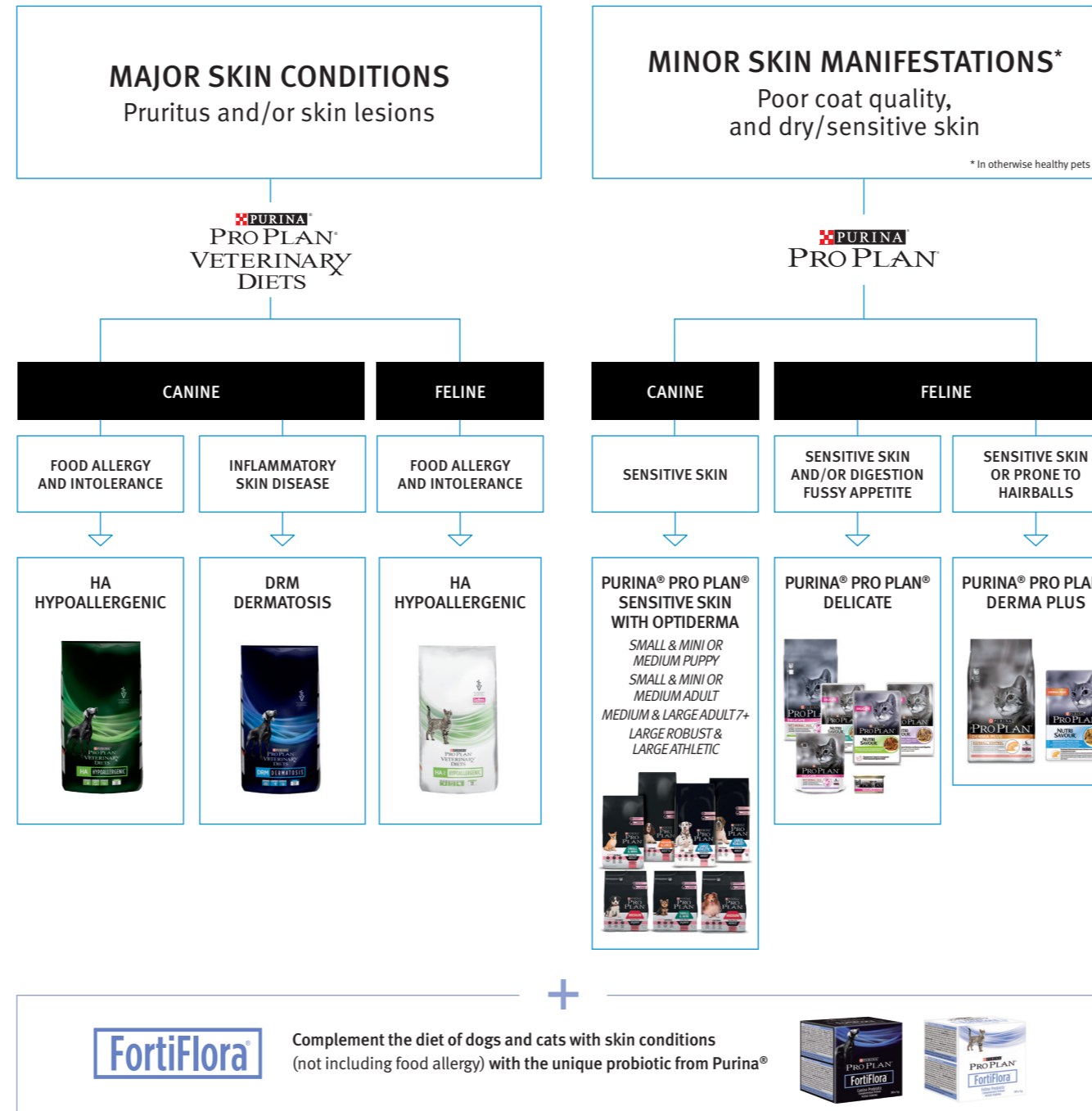
MINOR MANIFESTATIONS

- **Targeted nutrition** for a beautiful coat and soft skin can help restore a pet's natural beauty, support sensitive skin and help reduce excessive non-seasonal shedding
- **Restricted number of proteins** can help improve food tolerance in sensitive animals
- **High protein content** helps limit hair loss
- **Skin-specific nutrients including protein, essential fatty acids, vitamins and minerals** can support skin health and promote coat quality

¹Nutritionally responsive conditions 3. Halliwell REW (2009) Allergic skin diseases in dogs and cats: an introduction. *EJCAP* 19: 3; 209-211. 4. Carfotti, D. N., Remy, I. & Probst, C. (1990) Food allergy in dogs and cats: a review and report of 43 cases. *Veterinary Dermatology* 1, 55-64. 5. Verlinden A, Hesta M, Millet S, Janssens GP (2006) Food allergy in dogs and cats: a review. *Crit Rev Food Sci Nutr* 46(3):259-73. 6. Sant R (2014) Treatment and management of allergic dermatitis in cats and dogs. *Vet Times* August 6; 7. Cave NJ (2006) Hydrolysed protein diets for dogs and cats. *Vet Clin North Am Small Anim Pract* 36 (6), 1235-68. 8. Fulgione A, Brazis F, Serra M, Fondati A (2006): Immunologic responses against hydrolysed soy protein in dogs with experimentally induced soy hypersensitivity. *AVR* 67(3), 484-488. 9. Watson TD (1998) Diet and skin disease in dogs and cats. *J Nutr* 128 (125): 2783S-2789S. 10. Ord H (2007) Nutritional support for patients with infected wounds. *Br J Nurs* 16 (21), 1346-8. 11. Colombini S (1999) Canine zinc-responsive dermatosis. *Vet Clin N Am Small Anim Pract* 29 (6): 1373-83. 12. Hunt TK (1986). Vitamin A and wound healing. *J Am Acad Dermatol* 15 (4 Pt 2), 819-821. 13. Ellinger S, Stehle P (2009) Efficacy of vitamin supplementation in situations with wound healing disorders: results from clinical intervention studies. *Curr Opin Clin Nutr Metab Care* 12: 588-595. 14. Campbell KL (1999). Fatty acid supplementation and skin disease. *Vet Clin North Am Small Anim Pract* 20: 1475-1486

SKIN CONDITIONS

Product Selector



SKIN CONDITIONS

The effective nutritional solutions from PURINA® PRO PLAN®



To find out more on your skincare cases management, please contact your PURINA® representative. Committed to providing you with a simple and effective nutritional solution for many of your skin cases.

SKIN CONDITIONS:

Maintaining healthy coat and skin is a priority for owners, and highly linked to their pet's diet¹

Pruritus and skin lesions are common in general practice

- Owners seek veterinary care for skin conditions more frequently than for diarrhoea in dogs and cats²
- Dermatological disorders, particularly pruritic skin disease are notoriously problematic to diagnose and treat¹
- Finding an optimal, well-tolerated, long-term solution can be difficult¹

Even owners of healthy pets have concerns about skin and coat health

- The look and feel of a pet's skin and fur are very important to owners – especially those who show their dogs, breeders, and owners of long-haired cats and small dogs

The broad range of skin conditions

Although a case-by-case approach is required, diet-responsive skin conditions can be split into two main categories:

MAJOR CONDITIONS

Skin disease involving pruritus and/or skin lesions:

- Allergic skin disease – food allergy or intolerance requiring a hypoallergenic diet
- Dermatitis – inflamed or damaged skin requiring targeted nutrition to support skin construction and help maximise natural anti-inflammatory processes

MINOR CONDITIONS*

Poor coat quality, excessive non-seasonal shedding and dry/sensitive skin:

- Requiring special nutrition to help optimise skin and coat quality and appearance

Effective nutritional solutions from PURINA® PRO PLAN®:

Comprehensive, effective and palatable diets, appropriate for many of your dermatological cases

MAJOR SKIN CONDITIONS:

Advanced nutritional solutions from PURINA® PRO PLAN® Veterinary Diets

CLINICALLY PROVEN EFFICACY | HIGH QUALITY INGREDIENTS | HIGHLY PALATABLE



FOOD ALLERGY AND INTOLERANCE Dogs of all ages

- Hypoallergenic elimination diet for food trials
- Long-term management of food allergy
- Dermatitis and/or gastroenteritis associated with food allergy
- Food intolerance

HA HYPOALLERGENIC



Key clinical benefits:

- Single hydrolysed protein source with low molecular weight
- Purified carbohydrate sources – to help avoid allergic reactions
- With omega-3 fatty acids to help maximise the natural anti-inflammatory process
- Nutritionally balanced for puppies as well as for adult dogs

INFLAMMATORY DERMATOSES

- Inflammatory or allergic dermatoses
- Adverse reactions to food
- Otitis externa
- Wound healing and skin recovery

DRM DERMATOSIS



Key clinical benefits:

- Skin support – increased levels of specific nutrients to help support skin health
- Low antigen – selected and limited number of high quality protein sources to help minimise skin reactions to food
- Omega-3 fatty acids – increased levels of omega-3 fatty acids, beneficial for skin health

FOOD ALLERGY AND INTOLERANCE Cats of all ages

- Hypoallergenic elimination diet for food trials
- Long-term management of food allergy
- Dermatitis and/or gastroenteritis associated with food allergy
- Food intolerance

HA HYPOALLERGENIC



Key clinical benefits:

- Single hydrolysed protein source with low molecular weight proteins to help avoid allergic reactions
- Purified carbohydrate source with negligible protein – reduces potential antigenicity
- High palatability achieved through high quality ingredients and a hydrolysed digest (feline palatability booster)
- Nutritionally balanced for kittens as well as for adult cats

Distinctive differences Hypoallergenic canine and feline

- Hydrolysed soy proteins do not bind to anti-soy canine/feline antibodies and do not trigger allergic reaction in dogs/cats of all ages allergic to soy
- Unique strict manufacturing methods ensure no cross contamination with other allergens
- High palatability important for long-term usage
- Suitable for puppies and kittens

FortiFlora®

Complement the diet of dogs and cats with skin conditions (not including food allergy) with the unique probiotic from Purina®



MINOR SKIN MANIFESTATIONS:

Long-term nutritional solutions from PURINA® PRO PLAN®

PROVEN AND PATENTED FORMULAS | HIGH QUALITY INGREDIENTS | HIGHLY PALATABLE

SENSITIVE SKIN Dogs of all ages

- Sensitive skin
- For puppies and adult dogs needing nutritional support for skin health and to promote coat quality

PURINA® PRO PLAN® SENSITIVE SKIN WITH OPTIDERMA – DRY

SMALL & MINI OR MEDIUM PUPPY / SMALL & MINI OR MEDIUM ADULT / MEDIUM & LARGE ADULT 7 / LARGE ROBUST & LARGE ATHLETIC



Key benefits:

- Contains OPTIDERMA – A patented blend of skin-specific nutrients (such as high quality protein, essential fatty acids, vitamins A, B, E and C and zinc) clinically proven to support skin health and promote coat quality
- Selected protein sources for sensitive dogs – Contains selected sources of protein to help reduce possible skin reactions and is formulated without wheat gluten

SENSITIVE SKIN AND/OR DIGESTION Cats of all ages

- Sensitive skin
- Sensitive digestion
- Fussy appetite

PURINA® PRO PLAN® DELICATE – DRY/WET



Key clinical benefits:

- Restricted number of proteins – helps improve food tolerance and minimise risk of adverse reactions
- Highly palatable recipe – high quality ingredients and a special palatable kibble coating
- High protein and antioxidant levels, such as vitamins C/E

SENSITIVE SKIN AND/OR HAIRBALL

- Sensitive skin
- For adult cats prone to hairball formation

PURINA® PRO PLAN® DERMA PLUS – DRY/WET



Key clinical benefits:

- Helps maintain silky and glossy coat – contains a patented blend of nutrients essential for skin health and hair beauty
- Helps limit excessive hair loss – Contains high protein level (36%) – main constituent of hair and all skin nutrients essential for hair quality
- Hairball control

Distinctive differences | Maintenance diets

- Proven health benefits – claims are scientifically proven
- Precise processing technology – products providing the benefits of each ingredient for a long term health impact
- Suitable for puppies and kittens

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* In otherwise healthy animals
1. Watson TDG (1998) J. Nutr. 128: 11, 2783S-278
2. SAVSNET Clinical Report (2014) <http://www.savsnet.co.uk/pruritus/>