

**A SMARTER APPROACH TODAY
TO SAFEGUARD HIS TOMORROW.**

HOLISTIC TREATMENT RANGE



TIME TO CHANGE

TOPICAL THERAPY FOR MORE TARGETED TREATMENT

Antimicrobial resistance is fast becoming a serious threat to future animal health. Antibiotics need to be prescribed and used appropriately to preserve the effectiveness of these highly important medicines. Greater use of topical treatment in skin disease is an important step on the way to achieving this. The more times we treat infection in this way, the more we're thinking about every animal's future.

Skin disease accounts for 20% of all consultations in general practise¹. The primary diseases behind

the skin symptoms are diverse. It is therefore important to ensure that you identify the underlying disease and decide on the right treatment.

By using Dechra's range of topical products, treatment can have a holistic approach in the control and maintenance of dermatological disease. With topical therapy, higher concentrations can be delivered to the site of the infection, helping to address the wider issue of antimicrobial resistance as well as supporting overall skin health by strengthening the skin barrier.

Why topical treatment?

- It makes pharmacological sense to apply treatment directly where it's needed
- High concentrations of the antimicrobial can be delivered directly to the site of infection
- By achieving concentrations at the infection site that exceed the Minimum Inhibitory Concentration (MIC), the potential for resistant bacteria to develop is reduced²
- The application of topical products in itself can be beneficial: shampooing removes debris, infection organisms, crusts and scales; and can soothe and rehydrate the skin³
- As topical therapy is applied at the infection site, only the infected area is treated, reducing unnecessary exposure of other body systems to the antimicrobial
- Topical therapy with care products that support the skin barrier play an important part of the holistic approach to managing allergic skin disease



PRODUCT OVERVIEW

Our range of topical antimicrobials and care products helps you to treat infection and maintain healthy skin and ears.

Veterinary pharmaceuticals

ISADERM® GEL (with fusidic acid and bethamethasone)

- Narrow spectrum antibiotic for treatment of surface pyoderma, highly effective against MRSP⁴



MALASEB® SHAMPOO (with chlorhexidine and miconazole)

- The original topical treatment for dermatitis, contains ingredients which have a synergistic effect against MRSA and MRSP⁴



CANAURAL® EAR DROPS (with fusidic acid, framycetin, nystatin and prednisolone)

- Highly effective against *Staphylococcus pseudintermedius*⁵



Care products

Ear cleaners

All our ear cleaners are pH balanced and specially formulated for their particular application, whether it is routine ear cleaning, removing excess ear wax or to complement medical treatment.

Shampoos

Specially developed for the effective cleaning of dirt and excess sebum in animal skin, to maintain a silky coat which is easy to care for.

Spray conditioners

To moisturise and improve the quality of the coat and skin by reducing static charge and increasing volume.

Ideally suitable for:

- Animals who are difficult to wash
- Time is a constraining factor
- As complementary care to other products



Cleaning wipes

Ideal for localised cleaning where shampoo application is difficult or time consuming. Cleaning wipes can be used supplementary to shampoos and sprays.

Nutrition

SPECIFIC™ Diets for the professional nutritional care of all dermatological patients.
 SPECIFIC™ CΩD-HY, CΩW-HY, FΩD-HY and FΩW-HY Allergen Management Plus
 SPECIFIC™ CΩD and FΩD Omega Plus Support
 SPECIFIC™ CDD, CDW and FDW Food Allergen Management
 SPECIFIC™ CDD-HY and FDD-HY Food Allergen Management
 SPECIFIC™ CT-HY Hypoallergenic Treats



EARS

Pharmaceutical Products

CANAURAL®

Ear drop suspension for cats and dogs
 Highly active against the organisms responsible for causing otitis externa: *Staphylococcus* spp., *Streptococcus* spp., *Malassezia pachydermatis* and *Pseudomonas aeruginosa*.

Ingredients:

Fusidic acid - Highly active against *Staphylococcus pseudintermedius*
 Framycetin - Active against Gram-negative species plus some Gram-positive activity
 Framycetin and fusidic acid are synergistic against *Staphylococcus pseudintermedius*⁵
 Nystatin - Active against *Malassezia pachydermatis*
 Prednisolone - Appropriate anti-inflammatory activity (pain, hyperplasia of the ear canal)⁶

- Can be applied directly at the site of infection so high therapeutic concentrations are more easily achieved
- Remains stable and active in the presence of pus⁷
- Works within 7 to 14 days of treatment⁸



Fusidic acid is highly efficacious against both MSSP and MRSP⁴

A study by Clark *et al* (2015) has investigated the in vitro efficacy of fusidic acid against *Staphylococcus pseudintermedius* comparing methicillin sensitive (MSSP) and resistance isolates (MRSP) isolated from canine skin⁴. The results showed that fusidic acid is highly efficacious against both MSSP and MRSP which is in line with results published by Maluping *et al* (2014) in which fusidic acid was the only antibiotic that was effective against 20 multi-resistant MRSP⁹.

CLEANING PRODUCTS FOR CATS AND DOGS

Dechra's range of ear cleaners and flushes support routine ear cleaning and removal of wax and debris. Appropriate cleaning/flushing can ensure any antibiotic used penetrates to the site of infection.



CerumAural - For ears with excessive cerumen production
 This ceruminolytic flush ear cleaner with squalene is particularly suitable for dogs with floppy ears and animals with excessive cerumen production.



MalAcetic Aural Ear Flush – Antibacterial and antifungal cleaner
 Cleaner with acetic acid and boric acid for the maintenance of a healthy ear environment, particularly for dogs who swim regularly. Should not be used where ear is very inflamed or ulcerated.



TrizAural Ear Flush – Ideal ear cleaner for use prior to treatment with antibiotics
 A Tris-EDTA alkalizing pre-treatment flush. Useful where Gram negative bacteria have been identified. Complements ear medications by helping to re-establish the normal flora of the ear canal.

USING EAR CLEANERS TOP TIPS

Always ensure that the ear canal is filled with the ear cleaner. The ear cleaner should ideally be at body temperature when used. Show your customers in the practice how to use the ear cleaner correctly so that later problems are avoided.

SKIN AND COAT

Pharmaceutical Products

MALASEB®

Shampoo for dogs and cats for the treatment and control of seborrhoeic dermatitis in the dog and ringworm in the cat.

2% chlorhexidine digluconate

2% miconazole nitrate

- Effective against bacteria and yeasts (antiseptic and antifungal)
- Ingredients are synergistic against *Staphylococcus aureus* and *Staphylococcus pseudintermedius*⁴
- Applied directly at the site of infection so therapeutic concentrations are more easily achieved

Only needs to be applied once per wash, aiding compliance. Shampooing removes bacteria, toxins, debris and crusts from the skin's surface thereby reducing the risk of recurrence³.



ISADERM®

Gel for dogs.

Topical treatment for surface pyoderma in the dog such as acute moist dermatitis ('hot spots') and intertrigo (skin fold dermatitis). Contains fusidic acid which is highly effective against MRSP⁴.

1 g gel contains 5.0 mg fusidic acid and 1.0 mg betamethasone

- Highly effective against *Staphylococcus pseudintermedius*
- Remains active in the presence of pus⁷
- Carbomer gel formulation which can be applied directly and stays on the wound
- Contains the steroid betamethasone so is anti-inflammatory and anti-pruritic

CLEANING PRODUCTS FOR CATS AND DOGS

Dechra's MalAcetic deodorising skin care range useful for fur with a strong odour as well as for scaly and oily skin.



MalAcetic Shampoo – deodorising shampoo

Soap-free pH-balanced shampoo with acetic acid and boric acid. Deodorising lightly fragranced shampoo for the maintenance of seborrhoeic skin, particularly useful for dogs who swim regularly. Can be used together with MalAcetic® Spray Conditioner and MalAcetic Wipes.



MalAcetic Spray Conditioner – with added panthenol

Deodorising, lightly fragranced, leave-on care spray. Provides supportive care of seborrhoeic skin particularly useful for dogs who swim regularly. Ideal for skin hygiene when washing is difficult or time consuming. Can be used together with MalAcetic® Shampoo and MalAcetic® Wipes.

TOP TIPS ON SPRAY CONDITIONERS

Brush the coat against the direction of the hair and spray the conditioner from a distance of about 30cm over the body directly on to the skin and coat and leave to dry. Repeat the use of the conditioner as often as necessary. The fine mist spray applies the ingredients and wets the hair and skin. If the fur is thick make sure you rub it in to the skin.

TOP TIPS ON SHAMPOOING

Always dampen the coat with lukewarm water. Rub in the shampoo until it foams well and rinse out thoroughly after the time specified on the label (generally 5 to 10 minutes). Repeat as necessary.

Dechra's **DermAllay** care range can be used to maintain a healthy skin and coat. These products contain ceramides and fatty acids for the management of allergic skin conditions.



DermAllay Oatmeal Shampoo – ideal for itchy skin

Soothing, moisturising shampoo with oatmeal extract. Provides supportive care to skin affected by seasonal itching. Useful in restoring coat condition and moisturising the skin. Contains essential fatty acids, ceramides and hydrolysed oatmeal extracts to support the regeneration of the skin barrier and to soothe skin. Can be used together with DermAllay Oatmeal Spray Conditioner.



DermAllay Oatmeal Spray Conditioner – with added aloe vera

Soothing, moisturising, leave-on skin care spray with oatmeal. Provides supportive care to skin affected by seasonal itching. Contains essential fatty acids, ceramides and hydrolysed oatmeal extracts to soothe the skin and support the regeneration of the skin barrier. Can be used together with DermAllay Oatmeal Shampoo.



DermAllay Sensitive Shampoo – ideal for frequent use on sensitive skin

Mild shampoo, containing ceramides for sensitive or dry skin. It contains essential fatty acids in a special formulation for mild cleaning and care of the skin. This gentle shampoo can be used daily, even on sensitive skin, to wash out pollen or house dust mites from the coat. Particularly suitable for pre-cleaning the coat before the use of specific dermatological products and is also suitable for use on puppies.

NUTRITION

Healing of almost any type of compromised skin condition and of the skin barrier will require extra skin-supportive nutrients like essential fatty acids, zinc, selenium and vitamin A, E and B-complex. Dechra's range of carefully crafted dermatological diets use high levels of fish-derived omega-3 fatty acids. The increased levels of skin-supportive nutrients such as omega-3 fatty acids in our SPECIFIC™ diets support the maintenance of the skin barrier.

Omega-3 fatty acids are renowned to provide a healthy skin and shiny coat. So the benefits aren't just physical, they're visible.

The SPECIFIC™ diet range offers a variety of dry and wet food to support the skin barrier, manage atopic patients and dogs and cats with food allergies.

Management of combined allergies



SPECIFIC™ CΩD-HY, CΩW-HY Allergen Management Plus (for dogs)

- Hydrolysed protein and a high content of Ω-3 and Ω-6 fatty acids for animals with atopy and food allergies
- Hydrolysed salmon & rice
- For adult dogs and puppies



SPECIFIC™ FΩD-HY, FΩW-HY Allergen Management Plus (for cats)

- Hydrolysed protein and a high content of Ω-3 and Ω-6 fatty acids for animals with atopy and food allergies
- Hydrolysed salmon & rice
- Promotes a healthy urinary tract
- For adult cats and kittens

Management of atopy



SPECIFIC™ CΩD Omega Plus Support (for dogs)

- High content of Ω-3 and Ω-6 fatty acids for animals with atopy
- Clinically proven reduction of pruritus and erythema in atopic dogs¹⁰

SPECIFIC™ FΩD Omega Plus Support (for cats)

- High content of Ω-3 and Ω-6 fatty acids for animals with atopy
- Promotes a healthy urinary tract

Treats



SPECIFIC™ CT-HY Hypoallergenic Treats (for dogs)

- A treat with hydrolysed protein
- Hydrolysed salmon & rice
- The responsible treat for dogs with allergies

Management of food intolerances



SPECIFIC™ CDD, CDW Food Allergen Management (for dogs)

- Novel protein for food allergy patients
- CDD (dry food): Egg & rice
- CDW (wet food): Lamb & rice



SPECIFIC™ CDD-HY Food Allergen Management (for dogs)

- Hydrolysed protein for food allergy patients
- Hydrolysed salmon & rice



SPECIFIC™ FDW Food Allergen Management (for cats)

- Novel protein for food allergy patients
- Lamb & rice



SPECIFIC™ FDD-HY Food Allergen Management (for cats)

- Hydrolysed protein for food allergy patients
- Hydrolysed salmon & rice
- Promotes a healthy urinary tract

Support materials

Protocols

- Pyoderma Protocol – Best practice management of bacterial skin infections

Cytology support

- Cytology poster
- Cytology equipment list
- Cytology cell identifier
- Cytology reference guide

Owner Support Materials

- Leaflets

Technical support

Email: XXX@XX.XX

Telephone: 000000000000



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CANAURAL: Each g of Canaural contains Fusidic acid (diethanolamine fusidate) 5 mg, framycetin 5 mg, nystatin 100,000 units, prednisolone 2.5 mg

ISADERM: Isaderm Gel contains 5 mg Fusidic acid and 10 mg betamethasone valerate

MALASEB: Malaseb Shampoo contains 2% w/v chlorhexidine and 2% w/v miconazole

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