

Love your pets.  
And their skin.



Find out how you can keep their skin  
looking and feeling healthy.

# Comfortable in their own skin.

**Pets have very different skin than people.**

## FACT 1:

**A dog's skin is less acidic than a human's.<sup>1</sup>**

That's why pet shampoos are specifically formulated just for them.

## FACT 2:

**Dogs don't enjoy hot baths like we do.**

Lukewarm water can be much more refreshing and enjoyable.

## FACT 3:

**Dogs and cats don't sweat like humans.<sup>2</sup>**

That's why many pets find a nice, cool place to lie down after a long day of playing.

## FACT 4:

**Both dogs and cats have thinner skin than humans.<sup>3</sup>**

This helps them absorb medications through the skin better than we can.

# Your pet's skin needs some TLC.

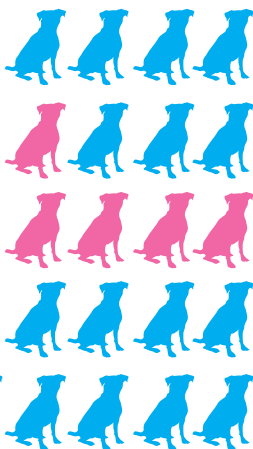
## Skin is a sensitive issue for both dogs and cats.

Many of our canine and feline friends suffer from allergies or other skin sensitivities.

In a study of over 1 million dogs,

20%

had one or more skin-related issues.<sup>4</sup>



## Three common causes for skin allergies<sup>5,6</sup>:



Environment



Diet



Flea bites

# Trust the professionals.

## **Nobody knows your pet better than your veterinarian.**

Here are a few things you may want to consider before you lather up your pet:

- Talk to your veterinarian about your pet's skin condition
- Ask if your pet needs any specific products or special care
- Only use products that your veterinarian recommends
- Follow your veterinarian's instructions



# Dogs and cats need special products for their special skin.

Human products can damage a pet's sensitive skin. That's why it's important to use veterinary-recommended products designed specifically for pets.

## ALLERGROOM® Shampoo

A gentle, soap-free shampoo that helps moisturize dry skin.



## KERATOLUX® Shampoo

A unique, tar-free shampoo that helps remove scales, crusts, and excessive oil.



# Dogs and cats need special products for their special skin.

## EPI-SOOTHE® Shampoo

A natural, oat-grain derivative designed to help soothe and cleanse dry skin.



## EPI-SOOTHE® Cream Rinse

A specially formulated rinse that helps relieve dry skin.



## EPI-OTIC® Advanced Ear Cleanser

A gentle ear cleanser that may help support healthy ears.



**Your pet may benefit from some of these products.** Ask your veterinarian which one is right for your dog or cat.

# Freshen up on why bathing matters.

Some pets love getting a rubdown in the tub, while others turn bath time into a game of hide-and-seek. No matter what your pet is like, all cats and dogs can benefit from regular bathing.

## Bathing your pet can help:

- Remove dirt, debris, and allergens that can irritate both your pet and you
- Exfoliate dead skin cells to rejuvenate the skin
- Fight odor so your pet smells and feels fresh



## Keep it cool.

Unlike humans, pets prefer lukewarm baths. That's because hot water can easily burn your pet's skin and cause him/her to overheat. This is especially true for larger breed dogs.

# Help pets feel as good as they look.

## Tips and tricks for making bath time a good time.

- **Rinse thoroughly**—This will prevent any residue from sticking on your pet
- **Follow directions**—Refer to the product label to ensure the best results
- **Repeat as needed**—If your pet is extra dirty or has severe scaling, more than one bath may be required

## Veterinarian recommendations:

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**Go beyond skin deep.** Ask your veterinarian about Virbac's line of dermatologic products. Visit [www.virbacpets.com](http://www.virbacpets.com) to learn more.

**References:** 1. Matousek JL, Campbell KL, Kakoma I, Solter PF, Schaeffer DJ. Evaluation of the effect of pH on in vitro growth of *Malassezia pachydermatis*. *Can J Vet Res*. 2003;67(1):56–59. 2. Moriello KA. Overview of integumentary system. In: Aiello SE, Moses MA, eds. The Merck Veterinary Manual online. [http://www.merckvetmanual.com/mvm/integumentary\\_system/integumentary\\_system\\_introduction/overview\\_of\\_integumentary\\_system.html](http://www.merckvetmanual.com/mvm/integumentary_system/integumentary_system_introduction/overview_of_integumentary_system.html). Accessed November 1, 2015. 3. Miller WH Jr, Griffin CE, Campbell KL. Structure and function of the skin. In: *Muller and Kirk's Small Animal Dermatology*. 7th ed. St. Louis, MO: Elsevier Mosby; 2013:1–56. 4. Lund E. The epidemiology of atopic dermatitis. *Banfield J*. 2008;4(2):17–22. 5. Ihrke PJ. Pruritus. In: Ettinger SJ, Feldman EC, eds. *Textbook of Veterinary Internal Medicine*. 7th ed. St. Louis, MO: Saunders Elsevier; 2010:70–75. 6. Sousa CA. Fleas, flea allergy, flea control. In: Ettinger SJ, Feldman EC, eds. *Textbook of Veterinary Internal Medicine*. 7th ed. St. Louis, MO: Saunders Elsevier; 2010:99–101.



Shaping the future of animal health