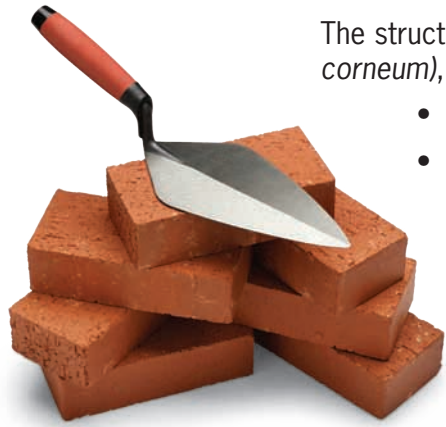


IT'S NOW POSSIBLE TO REBUILD DAMAGED
EPIDERMAL BARRIERS **WITH JUST A FEW DROPS.**

Introducing ALLERDERM® Spot-On.
The easy-to-use topical barrier repair therapy.



AN EPIDERMAL BARRIER IS LIKE A PROTECTIVE BRICK WALL.



The structure of the outermost layer of the epidermis, the epidermal barrier (*stratum corneum*), is often compared to bricks and mortar.

- **Corneocytes (dead keratinocytes) are like bricks.**
- **Intercellular lipid complex is like mortar.**
 - Made up of ceramides, fatty acids and cholesterol
 - Lipids are the essential material of a normal skin barrier

- **A defective epidermal “wall” exposes a patient to problems.**

Loss of normal barrier function is involved in a number of important skin diseases and conditions, including:

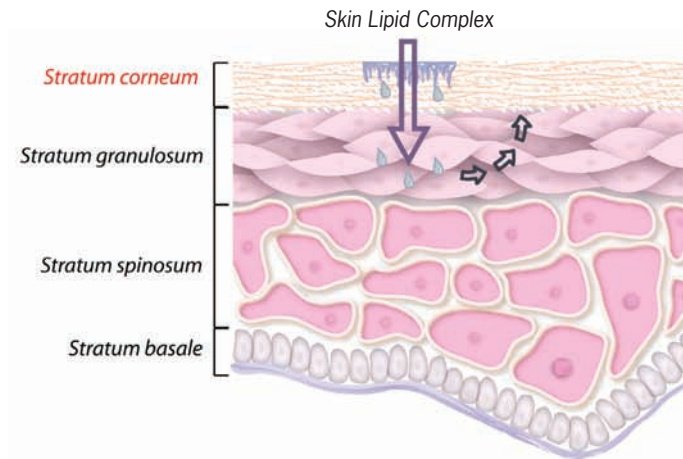
- Atopic dermatitis
- Irritant/allergy contact dermatitis
- Keratoseborrheic disorders
- Dry or sensitive skin, dull coat
- Bacterial or fungal infections

- **Allergic pets have much lower lipid counts compared to normal pets, which can:**

- Increase transdermal loss of water and moisture
- Leave a patient vulnerable to irritants/allergens

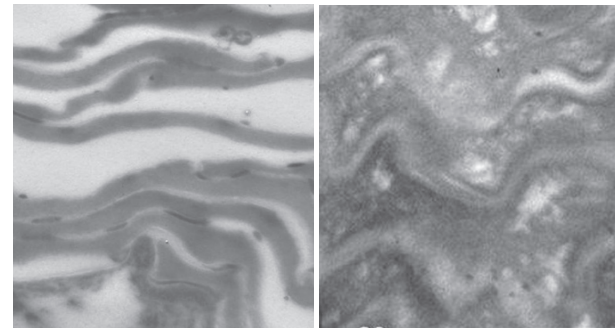
HOW CAN YOU FIX AN EPIDERMAL BARRIER THAT’S COMPROMISED?

- Until recently, most dermatologists believed in the “inside-outside” theory
 - Damage in the epidermal barrier was the *end result* of inflammatory skin disease
- New findings support an “outside-inside” theory
 - Faulty epidermal barrier in atopic dogs is a *primary cause* that allows penetration of allergens and other antigens which then trigger inflammation and abnormal reactions in underlying skin²
 - This new barrier repair strategy began in human medicine and is proving true for companion animals
 - This is leading to new ways to manage skin disease



- **Why is the epidermal barrier so important?**

- Defends the body against harsh external stimuli
- Keeps water and moisture in
- Keeps allergens and pathogens out



Electron microscopy comparison of non-lesional skin of atopic dogs (left) and healthy canine skin (right).¹ The non-lesional epidermis virtually shows no stratum corneum compactum and little vertical cohesion between the corneocyte strata.



REBUILDING DAMAGED SKIN BARRIERS IS EASY WITH NEW ALLERDERM® SPOT-ON.

ALLERDERM® Spot-On is an easy-to-use topical therapy that helps to repair and restore the epidermal barrier in canine and feline patients suffering from skin disease.

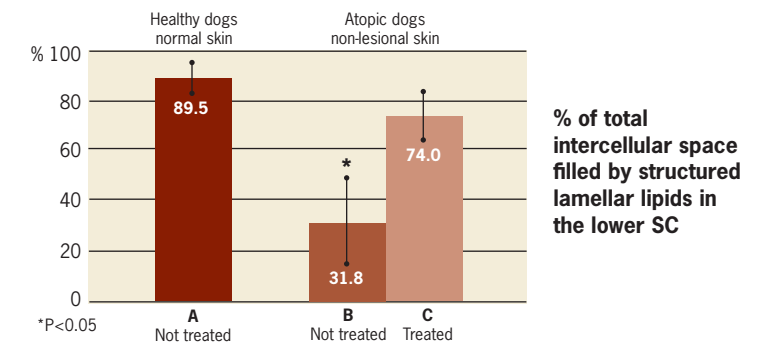


- **A Skin Lipid Complex fills the gap in skin therapy.**
 - Mimics composition and structure of lipids in the epidermal barrier
 - Helps to repair the lipid layer of the *stratum corneum*
 - Used by keratinocytes to manufacture new lipid layers
- **ALLERDERM Spot-On is a great adjunct therapy for all your allergic patients.**
 - Helps skin repair and defend itself
 - May reduce frequency/dose of medications used in treating allergic skin reactions
 - Helps make skin less sensitive
 - Increases moisture and protection

ALLERDERM® Spot-On fits with your current treatment options	
Corticosteroids	ALLERDERM Spot-On Skin Lipid Complex can be used with any of these treatments to aid skin recovery and health.
Cyclosporine	
Antihistamines	
Immunotherapy	
Topicals	

THE EFFICACY OF ALLERDERM SPOT-ON IS BUILT ON PROOF.

- In a study of allergic dogs, sites treated on the skin showed twice the improvement as untreated sites.³
- Researchers found the level of lipids in dogs treated with ALLERDERM Spot-On rose to nearly healthy levels.



BIG RESULTS IN A CONVENIENT, LITTLE PIPETTE.

- Simple, efficient, topical spot-on
- Easy-to-use applicator
- Encourages pet owner compliance
- Available in two sizes, 6 per box
 - 2mL for cats and dogs weighing 20 lbs. or less.
 - 4mL for dogs weighing more than 20 lbs.

“The concept is emerging that skin barrier abnormality is not a secondary phenomenon but a critical, if not the primary, factor in inflammatory skin disease.”²

— Elias & Feingold



NEW ALLERDERM® SPOT-ON STACKS UP POINTS WITH VETERINARY DERMATOLOGISTS.

Product benefits feedback from 8 veterinary dermatology practices that sampled ALLERDERM Spot-On during a 6-month testing period:

- 100% cited “ease of use” and “lack of adverse effects.”
- 75% observed improved coat condition, softer and smoother skin.



Find out more about new ALLERDERM Spot-On and how to receive FREE samples at www.virbacvet.com/virbac_dermatology

For more information about Virbac Animal Health and the company's products, visit www.virbacvet.com or call 800-338-3659.

1. Electron microscopy comparison of non-lesional skin of atopic dogs and healthy canine skin from Piekutowska et al., 2008.
2. Elias PM, Feingold KR. Does the tail wag the dog? Role of the barrier in the pathogenesis of inflammatory dermatoses and therapeutic implications. *Archives of Dermatology*. 01-AUG-2001; 137(8): 1079-81.
3. Effects of a Topically Applied Preparation of Epidermal Lipids on the *Stratum Corneum* Barrier of Atopic Dogs, A. Piekutowska, D. Pin, C.A. Rème, H. Gatto, and M. Haftek, *Journal of Comparative Pathology* 2008, Vol. 138, 197-203.

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ANIMAL HEALTH

Passionate About Animal Health