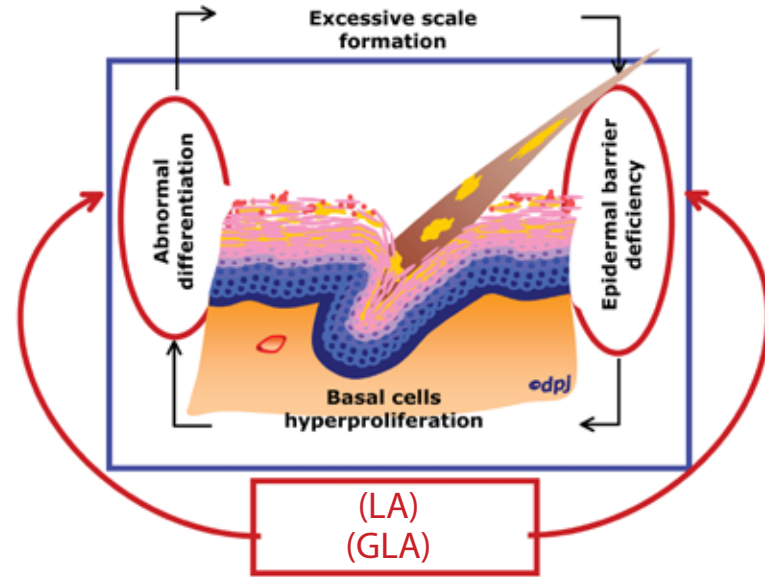


Omegaderm: valuable in treatment plans for Keratoseborrheic Disorders (KSD)

- Omegaderm contains high levels of Omega-6 fatty acids
- Linoleic acid (LA) helps normalize the cutaneous fatty acid profile and improve the clinical signs of seborrhea^(1,2,4)
- Gamma-linolenic acid (GLA) is essential for the maintenance of membrane fluidity and promotes differentiation of the epidermis⁽³⁾



Omegaderm: ideal for maintaining healthy skin and hair coat

- Skin is very susceptible to EFA deficiency which leads to poor cutaneous and hair coat quality⁽⁵⁾
- GLA and EPA serve as valuable components of the deeper cells of the epidermis while LA contributes to the outer layer of the intercellular lipids controlling water permeability functions⁽²⁾
- Combined, these EFAs are responsible for the luster of the normal hair coat and skin smoothness



References

- (1) LLOYD D.H., 2003: "EFAs in the management of skin disorders". Advances in the use of nutraceuticals for companion animal care, VetPlus symposium, May 2003, Warwickshire, UK.
- (2) SCOTT D.W., MILLER W.H. & GRIFFIN C.E., 2000: Dermatologic Therapy - In Muller & Kirk's Small Animal Dermatology, 2000, 6th ed., WB Saunders, Philadelphia, 207-210.
- (3) LLOYD D.H. 1989: "Essential fatty acids and skin disease." J. Small Anim. Pract. 30, 207-12.
- (4) LLOYD D.H., 2000: "Essential fatty acids and the skin: Ten years of progress". Rila Publications Ltd, CPD Veterinary Medicine, 2000, Vol. 2 No 3, 85-90.
- (5) HORROBIN D., DOBBIN S., REYNOLDS B., 1988: "n-3 and n-6 fatty acids (EFAs) and the skin". Advances in Veterinary Dermatology, Vol.1, 475.

- Small Dog and Cat
- Medium to Large Dog

Available in 2 presentations:



Your partner in Animal Health



Omegaderm™
Compliance made easy.



Client compliance is a problem

EFA supplementation is no exception:

1. Capsules can be difficult to administer
2. EFAs are subject to oxidation and rancidity which affects palatability
3. Dosing regimens can get confusing

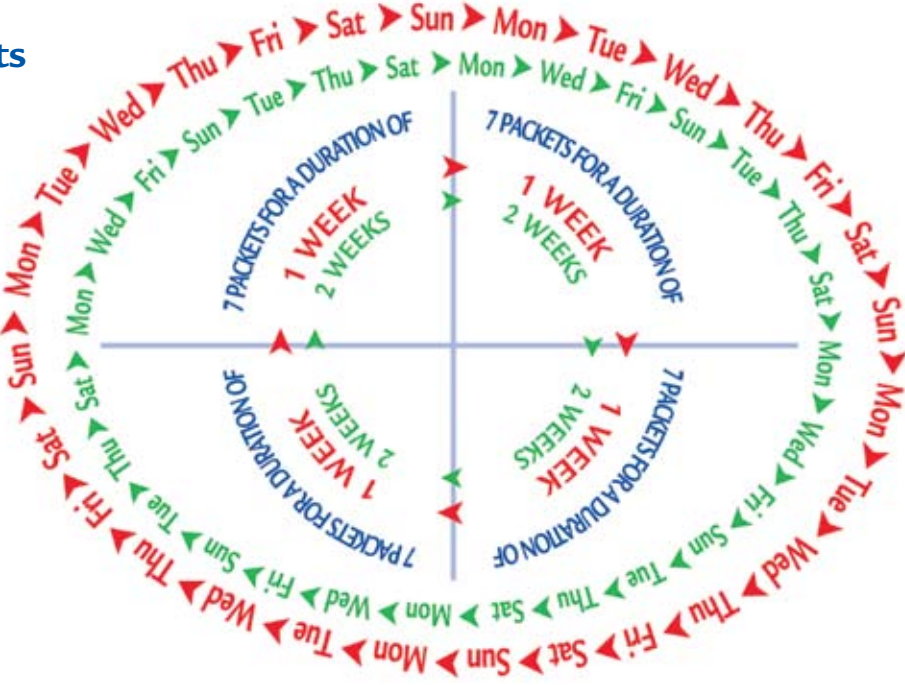
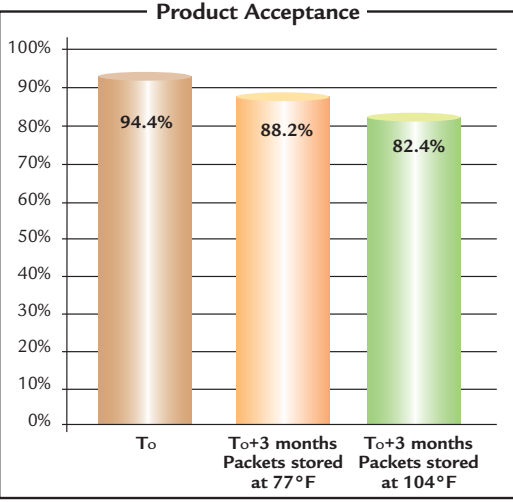


The concept and importance of compliance is detailed for your clients on every box of **Omegaderm**

Omegaderm is extremely stable
 - High product acceptance, no palatability issues, no rancidity

Pre-measured EZ-dose packets
 - Maximum freshness, efficient product dispensing, easy and convenient use

A Follow Up Calendar
 - Helps clients to more easily track the dosing regimen that you prescribe



Red for once a day dosing Green for every other day dosing

Omegaderm: A unique formula

- One of the most concentrated formulas available in the veterinary market
- Provides the ideal 5:1 ratio of Omega-6 to Omega-3⁽¹⁾

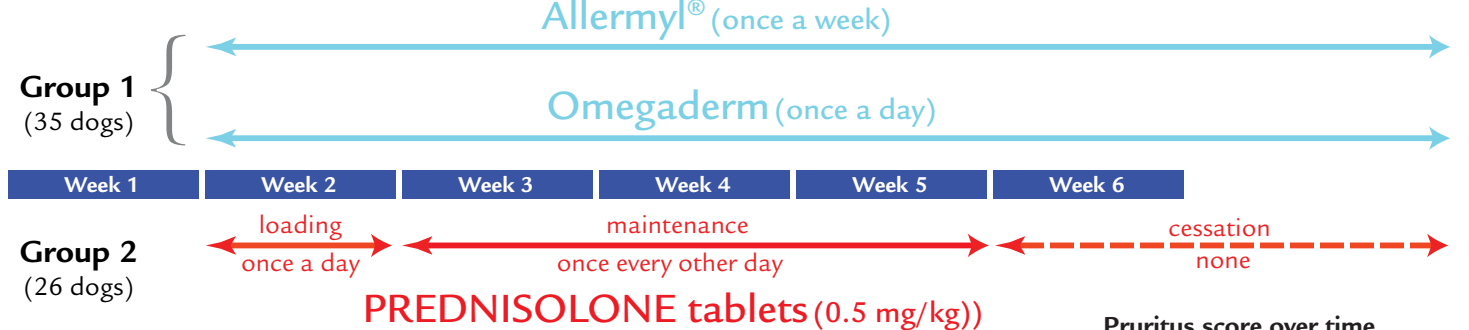
Components in Omegaderm	Content
Omega-6	
Linoleic acid (LA)	364 mg/ml
Gamma-linolenic acid (GLA)	7.6 mg/ml
Omega-3	
Eicosapentaenoic acid (EPA)	44.8 mg/ml
Docosahexaenoic acid (GLA)	30 mg/ml
Co-factors	
Vitamin A	114.8 mg/ml
Vitamin E	7.6 mg/ml

*Calculated for an average 20 kg (44 lb.) dog (8 ml packet)



Omegaderm: Proven efficacy with Canine Atopic Dermatitis

Material and Method

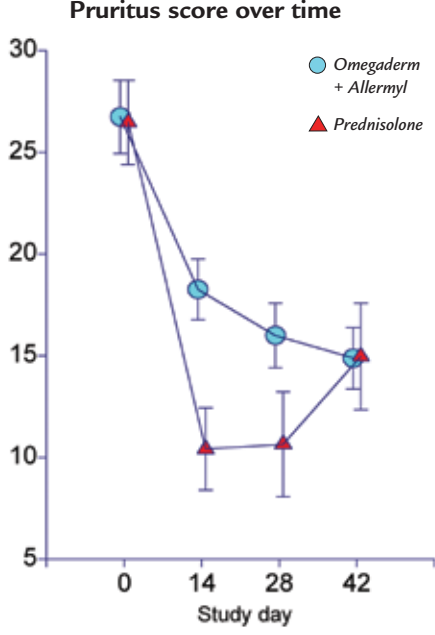


Results

Allermyl + Omegaderm: continuous progressive improvement
Prednisolone: plateau of maximum effect at D14 with little carryover, with more side effects

Conclusion

- Better restoration of skin and hair coat condition: significantly less scaling
- Fewer adverse side effects: significantly less weight gain and polyuria-polydipsia
- Better prevention of the recurrence of skin infection



REME C.A., LLOYD D.H., BURROWS A., HEINEKING-EHLERS M., SCHUTZ W., STECHMANN K., IWASAKI T.: "Anti-allergic shampoo and oral essential fatty acid combination therapy to relieve signs of atopic dermatitis in dogs: a blinded, prednisolone-controlled trial". Proceedings 20th Annual ESVD-ECVD Congress, Chalkidiki, Greece, Sept 2005, p182.