

Why are there so many topical dermatology choices?

Topical dermatology products do more than just clean your pet's skin and hair coat. Topical therapy helps to:

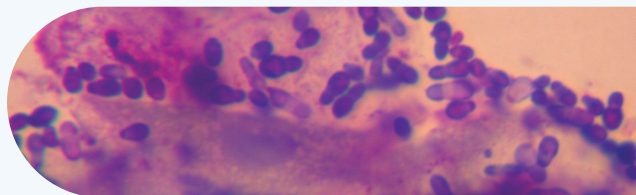
✓ Remove allergens



✓ Control itching



✓ Helps to control infections



© Courtesy of Kimberly Coyner, DVM, DACVD

✓ Repair the skin barrier



© Courtesy of Jocelyn Wellington, DVM, DACVD

Your veterinarian has many different options to fit with your busy life:

Shampoos

Frequency depends on the severity of the issue:

- ___ **Acute and Severe** – Every Other Day
- ___ **Acute and Mild** – Once or Twice Weekly
- ___ **Chronic** – Weekly to Every Other Week

Daily use of any of these achieves the best results:

- ___ Wipes
- ___ Mousse
- ___ Spray Conditioners

Your veterinarian recommends the following for your pet:



Dechra Veterinary Products
7015 College Blvd., Suite 525, Overland Park, KS 66211
(866) 933-2472 | www.dechra-us.com

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Human shampoo isn't designed for your pet



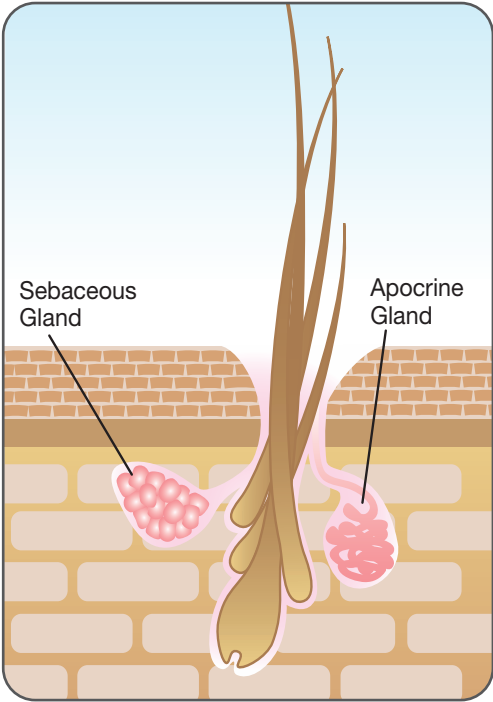
*Dechra team member,
Dr. Tracy Revoir and
her pup, Diesel*

What are the differences?

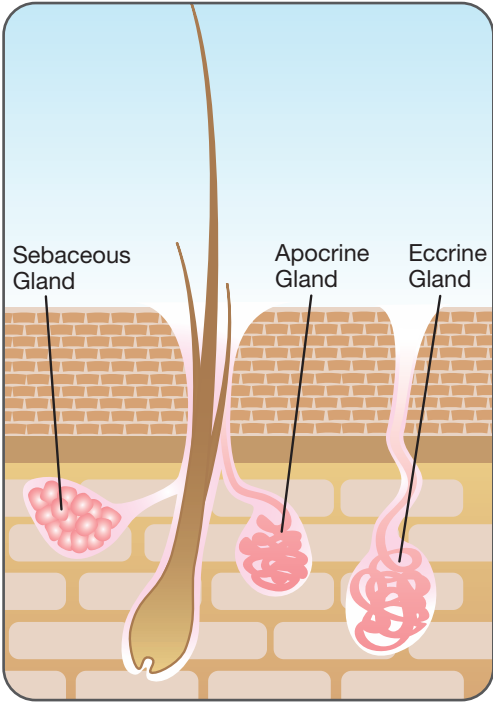
Understanding the differences between human and canine skin is essential for ensuring the proper care.



CANINE SKIN	HUMAN SKIN
Outer skin is 3-5 cells thick	Outer skin is 10-15 cells thick
Apocrine sweat glands (eccrine sweat glands only in foot pads)	Apocrine and eccrine sweat glands
pH 7.5 average (alkaline)	pH 5.5 average (acidic)
Cyclical hair growth	Continual hair growth
Hair – bundles	Hair – solitary
Epidermal turnover rate about 22 days (skin shedding)	Epidermal turnover rate about 28 days (skin shedding)



Canine Skin Layer



Human Skin Layer