

PURINA
PRO PLAN[®]
VETERINARY
DIETS

Understanding your dog's

SKIN CONDITION



It's not uncommon.

Skin conditions are very common problems in dogs. They can arise for a number of different reasons including allergies and infections (e.g. ringworm or bacterial skin infections), parasites (e.g. ticks, fleas or mites which cause mange). However, many underlying health problems such as hormonal imbalances may be reflected in a poor coat.

Fortunately, many advances have been made in managing skin conditions in dogs, and special diets such as Canine DRM Dermatitis can play a major role in supporting skin and coat health.

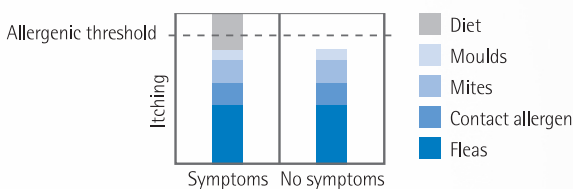


Understanding allergic dogs.

Just like human beings, some dogs are born more sensitive than others and may suffer from allergies. Although sneezing and eye irritation are common signs of allergies in humans, allergies in dogs more commonly cause skin irritation and itching, or intestinal upsets such as diarrhoea. Signs of allergies usually appear when dogs are between 1 – 3 years old.

Once your dog is hypersensitive to an allergen (a substance which causes an allergy), his body will produce inflammatory substances each time he is in contact with it. This inflammatory reaction will make your dog itch.

Individual dogs have what is known as an 'allergenic threshold' (a limit of tolerance to allergic substances). When exceeded, the dog starts to itch:



If a dog is prone to allergies it is likely he will be allergic to more than one thing (e.g. he may be allergic to flea bites, food and pollens or moulds). He may be able to keep his symptoms under control if he just encounters one or two of these substances - but encountering them all may push him over the 'allergenic threshold' resulting in him becoming very itchy. When managing a dog with multiple allergies it is often possible to keep his symptoms under control by reducing just some of the allergens (e.g. changing his diet and treating his fleas) - as some (e.g. pollen and moulds) may be impossible to avoid.

Some breeds are more allergic than others.

Some breeds are more likely to suffer from allergies than others. These include:

- West Highland White Terriers
- Lhasa Apsos
- Wirehaired Fox Terriers
- Golden Retrievers
- Labrador Retrievers
- English Bulldogs
- German Shepherd Dogs
- Boxers
- Dalmatians
- English and Irish Setters
- Shar Peis

What are the signs of allergic skin disease?

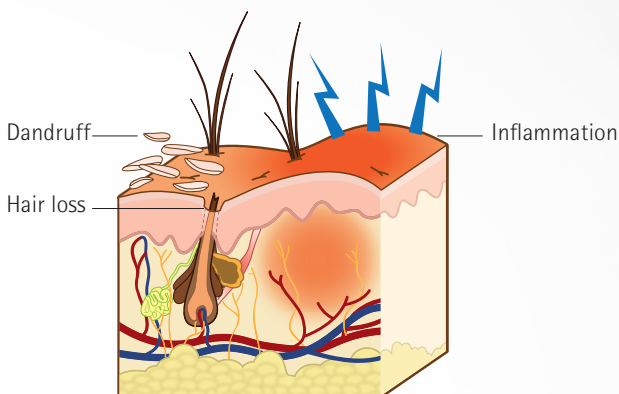
Itchiness (often referred to by your vet as pruritus) leads to dogs scratching excessively – particularly around the ears, stomach and flanks. He may also rub his face and chew at his paws.

Areas commonly affected by 'pruritus' (itching):



Consequences of pruritus and an allergic reaction:

Pruritus can lead to secondary problems such as redness of the skin, hair loss, skin infections and hyperpigmentation, or darkened skin tone. In light-coated dogs the hair can show red-brown staining.



Is your dog allergic?

If you think your dog is allergic, your veterinary surgeon will perform a thorough physical examination and possibly recommend skin and blood tests. He will also want to rule out the presence of external parasites (e.g. fleas), potential reactions to drugs your dog may be taking, disease and food allergy before determining the primary cause of your dog's problem.

How can you help your dog?

Eliminating as many allergens as possible from your dog's environment is a good place to start:

- Implement a strict flea control regime throughout the year, both with your dog and also in the house.
- Pollens and moulds are more difficult to avoid, but grass meadows for grass sensitive dogs should be avoided.

Food is important.

Dogs can be sensitive to the protein found in their diets. So a diet containing a limited number of protein sources (not commonly found in traditional dog foods) is beneficial. High levels of dietary omega-3 fatty acids help reduce skin inflammation. A balanced supply of omega-6 and omega-3 fatty acids also helps promote healthy skin and hair coat. Specific vitamins (such as vitamins A, B, C and E) and minerals (such as zinc) are needed for skin and coat health, and wound healing. Increased antioxidant vitamins such as vitamin E, and minerals such as zinc, help to maintain healthy skin and coat, and are essential to protect the skin cells from free radicals.

Benefits of feeding Canine DRM Dermatitis to your dog:



Skin support

Increased levels of specific nutrients to help support skin health.



Low antigen

Selected and limited number of protein sources to help minimise skin reactions to food.



OMEGA-3 (EPA/DHA)

Increased levels of omega-3 fatty acids, beneficial for skin health.

Purina: a name you can trust.

When you feed PURINA® PRO PLAN® VETERINARY DIETS Canine DRM Dermatitis™, you know that you're providing your dog with optimum nutrition. PURINA® PRO PLAN® VETERINARY DIETS formulas are backed by strong science, so the latest nutritional findings are applied to the development of effective and innovative formulas.

Feeding guidelines for Canine DRM Dermatitis.

The following is recommended as a guideline only. You may need to adjust the amount fed to maintain your dog's optimal weight which is influenced by factors such as environment, activity, body condition and breed. Provide fresh water in a clean container daily. Canine DRM Dermatitis is also suitable for puppies. Please ask your vet for the feeding guidelines.

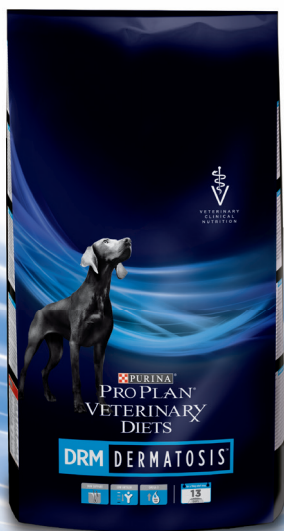
Don't forget! It is important that you feed your dog only the recommended diet. No table scraps, milk, treats, rawhide bones or food supplements should be fed unless otherwise directed by your veterinary surgeon, as they may also trigger an allergic reaction.

FEEDING RECOMMENDATIONS:

Body weight (kg)	Daily feeding quantities (adult maintenance - g/day)
2.5	65
5	105
10	170
15	225
25	315
35	395
45	470
70	630

For each additional 5 kg of body weight, feed an additional 30 g of food per day.

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Your veterinary clinic details:

For more information, please speak to your veterinarian
or contact Nestlé Purina at xxxx