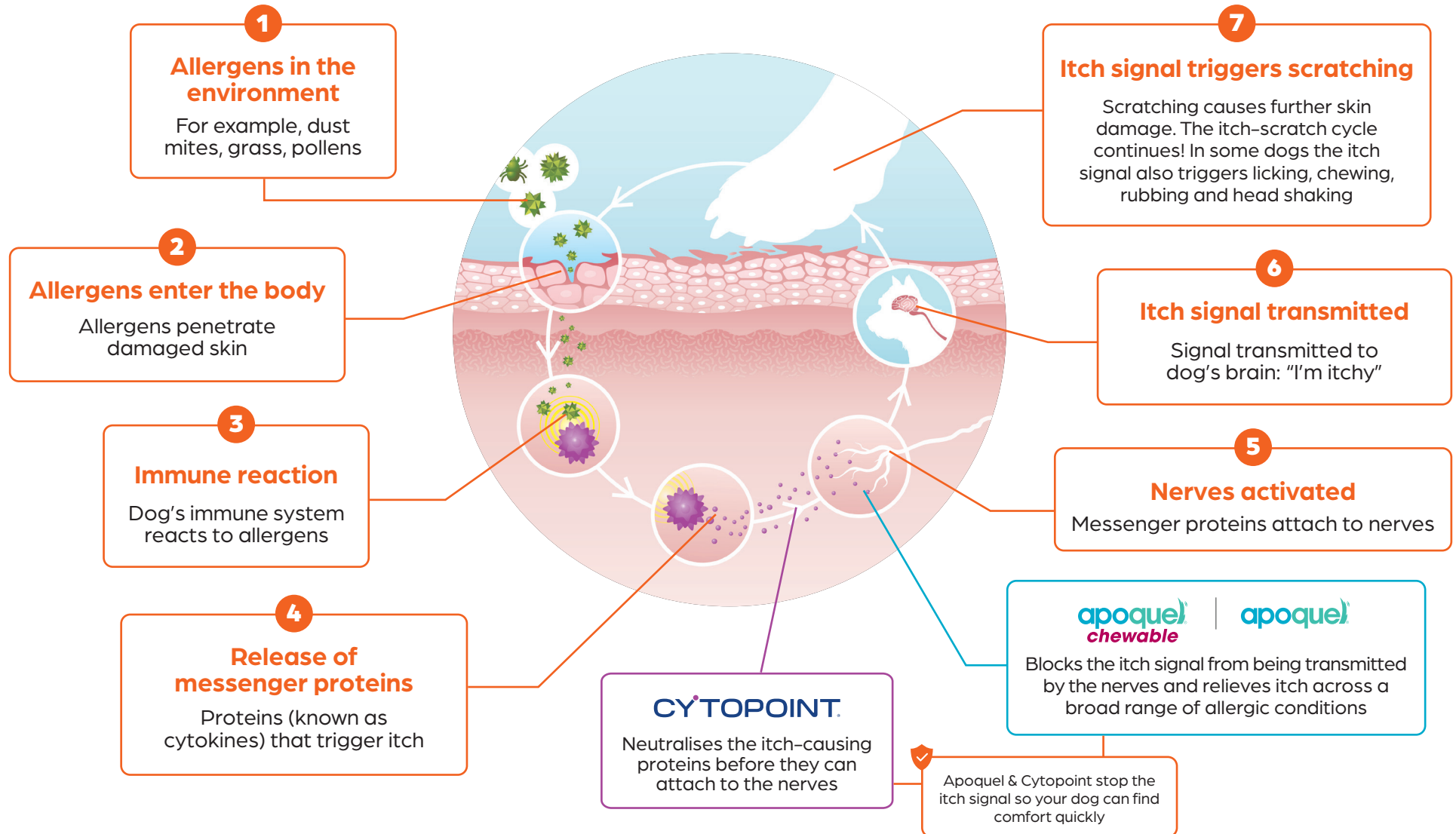


The Itch-Scratch Cycle of Canine Allergic Dermatitis

Allergic dermatitis can be a lifelong condition, but with the right approach we can find a source of comfort that gives your dog fast and lasting relief.



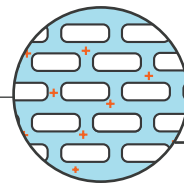
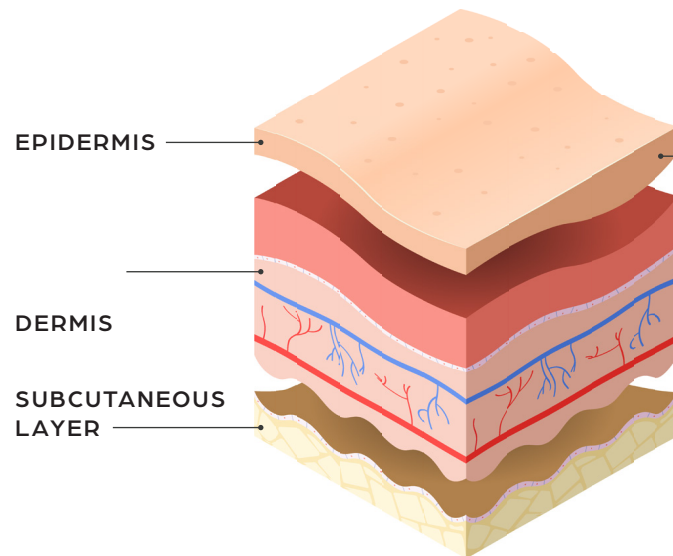
Supporting the skin barrier

IS IMPORTANT FOR ITCHY DOGS

Multimodal therapy consists of 4 key components:

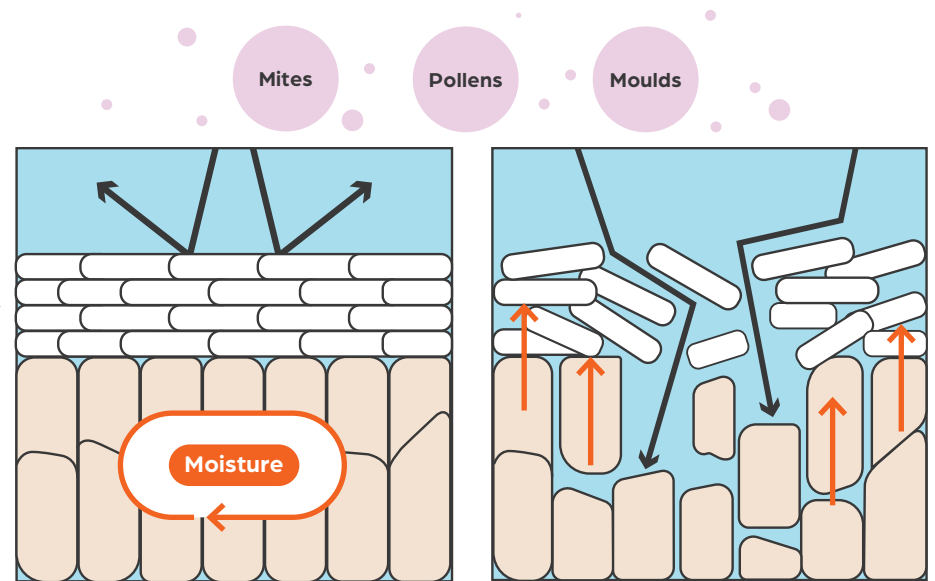
1. Stop the itch: using appropriate anti-itch medications (e.g. Apoquel Chewable or Cytopoint)
2. Consistent parasite control
3. Supporting the skin barrier function
4. Reducing allergen load

THE LAYERS OF THE SKIN



CORNEOCYTES

Are in the outermost layer of the epidermis. Corneocytes and lipids accumulate together in a brick and mortar like structure.



HEALTHY SKIN BARRIER

Resistant and non-reactive to bacteria and allergens like pollen, mites, dust and moulds.

COMPROMISED SKIN BARRIER

Allergic dogs have a defective skin barrier, allowing allergens to penetrate the skin triggering **itch, inflammation and dryness**. Repeated scratching can lead to further damage to the skin barrier and increased risk of infection.