

Canine DRM Dermatitis

NUTRITIONAL SUPPORT FOR

- Inflammatory or allergic dermatoses.
- Adverse reactions to food.
- Otitis externa.
- Wound healing and skin recovery.
- Inflammatory Bowel Disease (IBD).

CANINE DRM DERMATOSIS

Key nutrient values	Dry	Key nutrient values	Dry	
Moisture	7.5%	Zinc	270 mg/kg	
Protein	30%	Vitamin A	2000 IU/kg	
- Arginine	2.0%	Vitamin E	300 mg/kg	
- Lysine	2.0%	Vitamin C	80 mg/kg	
- Glycine	1.7%	B-vitamins		
- Proline	1.5%		- Riboflavin B2	16 mg/kg
Fat	18.0%		- Niacin B3	170 mg/kg
			- Pantothenic acid B5	51 mg/kg
			- Pyridoxin B6	13 mg/kg
			- Biotin B8	0.3 mg/kg
			- Folic acid B9	4 mg/kg
			- DHA (docosahexaenoic acid)	0.5%
Carbohydrate	35%	Metabolisable energy (ME)*	3.5 kcal/g	



*Calculated using modified Atwater's factors

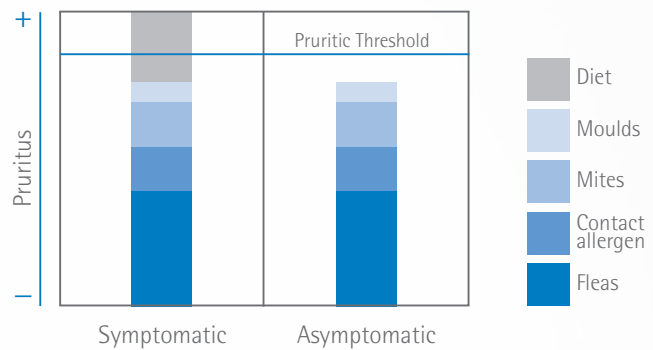


PURINA
PRO PLAN
VETERINARY
DIETS



Helps minimise food reactions and reduce the pruritic threshold thanks to limited numbers of selected protein sources.

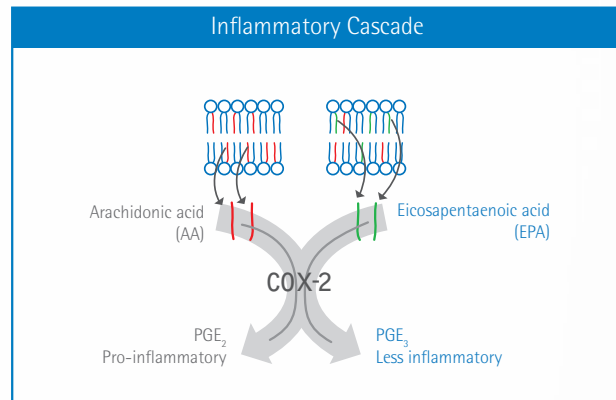
- Herring, pea and rapeseed are uncommon protein sources in dog food.
- Purified corn starch to avoid additional protein sources.



Helps sooth irritated skin with high levels of DHA and EPA.

High levels of DHA and EPA (long chain omega-3 fatty acids):

- Helps reduce production of pro-inflammatory mediators.
- Helps support the cutaneous barrier function and prevent transdermal water loss.



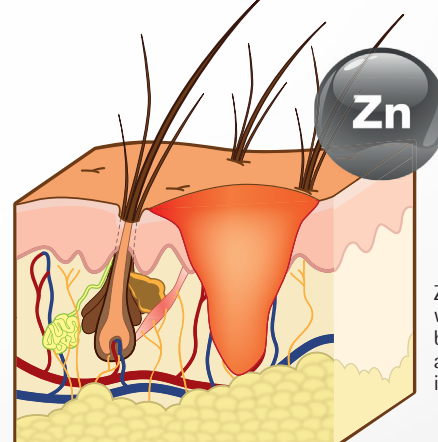
High levels of dietary long chain omega-3 fatty acids EPA and DHA increases their proportion at cellular level. When the COX-2 pathway converts EPA instead of AA, less pro-inflammatory PGE2 is produced.



Aids skin healing thanks to key nutrients.

High quality protein for skin maintenance and repair (skin healing can use up to 30% of the total dietary intake of protein):

- Zinc for wound healing, dermal immune function and collagen formation.
- Vitamin A to support epithelial healing.
- Vitamins C and E to help protect skin from free radicals.



Zinc helps promote wound healing by promoting an active dermal immune function.