



DERMCARE-VET PTY LTD

Spring Edition 1998

DERM NEWS

What's news at Dermcare...

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CALVIN CANINE HAS ARRIVED

"NEW SOOTHING
ALOVEEN!"

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"Hi, my name is Calvin Canine. You know, before I was just a basset, but thanks to Dermcare's new ALOVEEN Shampoo and Conditioner, I

now have a great looking coat."

"Read on for answers to several important questions"

Why is ALOVEEN special?

Dermcare saw the need for a product that has true, anti-pruritic and anti-inflammatory effects.

We all know Oatmeal has soothing qualities but far superior is the anti-inflammatory, soothing, and anti-pruritic effects of Aloe Vera.

Dermcare has taken these two natural ingredients and blended them into our secret base creating a soothing, hypo-allergenic shampoo, ideal for your allergy cats and dogs. To increase the residual action, we also formulated a concentrated residual conditioner. This is the first residual product to enter the Australian market place and only one of several new products in

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BONUS OFFER

Dermcare and your wholesaler have a special introductory offer for the launch of ALOVEEN SHAMPOO and ALOVEEN CONDITIONER. When you purchase one (1) ALOVEEN SHAMPOO 250mL you will receive a free ALOVEEN CONDITIONER 100 mL. Why are we doing this you ask? We want you and your clients to experience the benefits of using ALOVEEN SHAMPOO and enhancing the soothing, anti-inflammatory properties when followed with ALOVEEN CONDITIONER. To order call or fax your preferred wholesaler and ask for the ALOVEEN promotion pack. Offer runs until 13th November.



Seborrhoea –Towards 2000 by Ken Mason

Seborrhoea literally means flow of sebum, however the term is now used to describe the clinical signs of excess scale formation (keratinisation) either with dry waxy sebum (Seborrhoea sicca) or oily sebum (Seborrhoea oleosa), or with inflammation (Seborrhoeic dermatitis). With the discovery of the role of *Malassezia* (Pityrosporum) in seborrhoeic dermatitis of man and animals, this term is now reserved for this yeast infection (man) or in combination with *Staph. intermedius* in dogs.

The focus of research has changed since the realisation that yeast infections caused seborrhoeic dermatitis and dandruff. Seborrhoea was considered a form of epidermal maturation abnormality. Infections are more the focus since discovery of the role of scale and sebum as a protective response of the skin. True congenital keratinisation defects like ichthyosis are rare. Whereas the more common scale skin disease are due to infections often complicating allergy.

The epidermis is a stratified squamous epithelial sheet covering the external surface of the body. It is the final layer compartmentalising the fluid internal milieu from the harsh, dry and pathogen-laden external world. The retention of water, exclusion of pathogens and protection from physical and chemical damage is its major function.

Sebum is an oil-water mixture of electrolytes, fatty acids and secreted antibodies. Its function is to regulate the water content of the epidermis, carry protective bioactives to the surface and provide the fluid medium in which they can act. Keratinocytes are continuously being shed from the surface and are regenerated from the basal cells. An increase rate of shedding and thus visible scale formation is a protective response of the skin to insults. In this way, a pathogen attached to the keratinocyte is sloughed quickly, much like the lizard who drops its tail. An ultravioletated or chemically damaged keratinocyte can also be readily detached and shed. Protection of the body from poten-

tial allergens and toxins occurs first by shedding keratinocytes and by thickening the epidermis (i.e. lichenification) to impede penetration.

So what are the common causes of Seborrhoea? Skin disease occurs when the body's protective mechanisms are overwhelmed by a pathogen or insult. Commonly, an animal will develop an allergy, resulting in disruption to the skin barrier function and leakage of the body fluids through the damaged epidermis. The sebaceous glands respond by increasing the sebum flow in an attempt to control fluid loss, scale formation and as a protective reaction.

The excess sebum, which dilutes secreted antibodies and the excess nutrients on the skin surface from exudates results in proliferation of cutaneous commensals i.e. Staph and *Malassezia*. These are always being shed onto the skin from the nose, mouth, ears and peripheral carriage sites. Most do not take hold due to the hostile host environment. Now however they proliferate and adhere to the skin surface and their protease and lipase enzymes alter the sebum to their ecological advantage. Once the skins protective mechanism is overwhelmed, an infection has developed.

In the clinic, this is seen as the allergic case that was once well controlled by low dose cortisone and a mild shampoo. Suddenly it develops into a Seborrhoea and pruritus that does not respond to increasing doses of cortisone. This results in a clinically significant Staph pyoderma and or

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DID YOU KNOW.....

MALASEB and SEBOLYSE
are safe to use on pregnant bi
tches?



PERMOXIN – Your Flea and Tick Solution



When you or the owner shampoo their dog, they often want some flea and tick control that can be used immediately, not 2 days later. So what can you advise?

The logical choice is PERMOXIN. Proven by dermatologists to be effective for treatment of FAD and to kill ticks including the Paralysis tick. Permoxin can be used immediately after you or your client has shampooed the dog and works well in hydrobaths as a final rinse. It binds to clean hair and skin for long acting effectiveness but has no pungent smell and is safe for us – look, no poison label. This means that while Permoxin is toxic to insects, it is safe



even for kiddies to handle their much loved mate even straight after a rinse. Permethrin (the active in Permoxin) is not pyrethrin. Pyrethrin is in very short supply at the moment due to the pyrethrum crops failure in India. There is however, no shortage of Permethrin. Permoxin is also insect repellent so is suitable to be used as a spray for fly control around dogs ears or mixed with vaseline as a topical long-lasting repellent (1/40 dilution). It is safe enough to use every day and does not break down when diluted with water. It never becomes toxic, unlike organo-phosphate insecticides.

Malaseb v Sebolyse

The answer is clear

“Remember Malaseb is not a treatment, *It is a Way of Life*”

True words indeed. We didn't make Malaseb to use once and forget, it is designed to prevent recurrences. We often get phone calls asking what to do next. “The Malaseb worked but when we stopped, the problem returned.” Of course it will. We haven't altered the dog's genetic make-up. We just removed one of the major causes of pruritus. Sebolyse is the original product and has served us and veterinarians well. It was the first product world-wide to specifically treat the *Malassezia* organism and the



rest is history. At Dermcare-Vet, we always strive for perfection, the good old Aussie way. The result is MALASEB. Originally called Sebolyse Clear to distinguish it from it's blue stable mate, the improved formula uses a unique base never before used anywhere in the world grown right here in Australia and has left the competition floundering in it's wake. Why is our product superior? It is designed by dermatologists, not chemists or pharmacists or sales people, and it is designed to work! We have scientifically sound independent data for all the claims. Data that substantiates that our products work on animals, not just agar plates.



Aloveen Cont...

development.

We know you and your clients will find tremendous value in ALOVEEN SHAMPOO and ALOVEEN CONDITIONER.

In a nutshell what's so good about Aloveen Shampoo?

Aloveen Shampoo (250 mL) has all the soothing, anti-pruritic and anti-inflammatory effects of Oatmeal and Aloe Vera. The cleansing shampoo base is soap free, hypo-allergenic and pH balanced as are all of Dermcare's products.

What about Aloveen Conditioner?

This intensive conditioner (100 mL) extends the soothing effects of Aloveen Shampoo. Aloveen Conditioner can be lightly rinsed off or left on for residual efficacy (works better if left on). See how the comb glides through the coat after using Aloveen Conditioner!

Why only a 100 mL tube?

Unlike other conditioners on the market, ALOVEEN conditioner is highly concentrated and very little is required. When used after rinsing, the remaining water will allow the concentrate to spread evenly throughout the coat and over the skin. This reduces packaging and waste.

When do I use Aloveen ?

Aloveen is recommended for those itchy pets that need just a bit of specialist care. Aloveen is great for use on Atopic animals as it removes any allergens or irritants from the coat while it soothes. It can be used as often as you care. Once weekly to fortnightly is usually sufficient.

So how much does it cost?

Aloveen Shampoo 250 mL	\$ 6.98
Aloveen Conditioner 100 mL	\$ 5.50



CONFERENCE UPDATE

Those of you who were fortunate enough to be in Brisbane for the PGCVSc Reg Pascoe course in Dermatology will have enjoyed the excellent presentations by two of the US's favourite 'dermoids' flanked by two of their Aussie counterparts.

Both Jim Noxon and Rod Rosychuk are 'born again dermoids' having seen the error of their ways after being board certified in Internal Medicine. Jim and Rod brought the benefits of their many years experi-

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Conference Cont...

ence to a privileged 130 participants. We enjoyed good food, good banter while Jim and Rod learnt Aussie 'lingo' with attempts at correct pronunciation. Jim and Rod took some MALASEB and PYOHEX home with them to try on their difficult cases. Dermcare held a crossword comp. and the winner of a dozen bottles of fine Australian wine was Tony Thelander from Cherm-side Veterinary Hospital in Brisbane. Congrats Tony!!

On other conference news, the 15th annual congress of the **ESVD-ECVD** was held at the beginning of September in Maastricht, The Netherlands. Dr Ken Mason was able to attend and brought home even more evidence of the efficacy of Malaseb and Pyohex as trialed in independent studies. This includes the treatment of ringworm with Malaseb in cats.

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Malassezia infection. More cortisone only worsens the disease due to inhibition of the immune response. What is needed is a course of antibiotics and an effective topical anti-microbial shampoo. Systemic antibiotics are required if the infection invades below the stratum corneum, ie if pustules are present. If there is only a surface proliferation, an effective anti-microbial shampoo may be all that is needed.

What about treatment? What has changed?

This change in understanding of Seborrhoea resulted in a reassessment of treatments. Shampoos are still the best vehicle but the medicinal actives have changed. During the mid 1980's research revealed that most of the traditional actives like tars, sulphur and selenium sulphide were in fact weak anti-microbials and this was in fact their mode of action. It was shown that the stronger the anti-microbial action the stronger was the anti-seborrhoeic effect. It was also shown that the de-scaling effect of a shampoo was due to the detergent action of the shampoo base stripping the sebum from the surface keratinocytes (corneocytes) in scale, resulting in water influx, swelling and bursting keratinocytes or keratolysis. The fragmented corneocytes then flushed off the coat in the rinse water.

Today anti-seborrhoeic shampoos contain the effective topical anti-microbials like Miconazole or Ketoconazole for yeasts and Chlorhexidine for bacterial. Older shampoos continue to target the signs, not the cause. Not only have the medicinal actives changed but also the detergent and soap bases. Petroleum-derived detergents with tars, sulphur or selenium etc are stripping and effectively increase trans-epidermal water loss (TEWL). Many unfortunately still do. While the keratolytic actions of these shampoos make the skin look better, the resultant increase in TEWL actually promotes infection by increasing skin surface humidity and drying the epidermis at the same time.

New generation shampoo bases are not only from renewable resources like plant ligno-sugars, but are surfactants (biologically derived cleaning agents and friction reducers) that differentially removed abnormal sebum leaving behind a layer of normal sebum. They are naturally less irritant because of the reduced stripping effects.

The Future?

At the 1998 ESVD/ECVD meeting, Dr Ross Bond, lecturer in Veterinary Dermatology at the Royal Veterinary College in London, spoke at length on the complications of allergies that lead to Seborrhoea. Dr Bond raised the question - Why do these infections arise suddenly on an allergic dog that has been well controlled for many years with simple medical management of low dose cortisone and hypo-allergenic shampoo? What are the factors leading to this sudden transformation? May be the year 2000 will reveal this missing link.

In 1998 what is expected in a modern anti-seborrhoeic shampoo:

- It must remove the abnormal sebum (on which organisms are feeding) while leaving a layer of normal sebum.
- It must be one of the newer renewable resource surfactants, NOT a detergent or soap.
- It must kill the infection present.
- There must be a residual of the active left behind to inhibit re-colonisation.
- It must cleanse the skin and remove malodour and toxins.
- Should not have or need any of the older/weaker actives like tar, sulphur, or selenium but have a strong anti-microbial that will work alone and specifically target both Staph. and Malassezia.



LATE NEWS !!!

BREAKING

Your NATURAL shampoo has just become 22% cheaper thanks to the proven efficacy of the product to improve the skin of allergic dogs. This is great for you the veterinarian but even better for your client. Remember, if you haven't got your samples yet, phone, fax, or email us at **DERMCARE-VET**. They're **FREE** and great for those puppy packs we like