



DERM NEWS

What's news at Dermcare...

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MALASEB – #1 IN AUSTRALIA AND NZ

And now # 1 in the UK!!!!

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When do I use what? Dermcare's range of products are specially designed for specific conditions. They are not "shotgun" treatments for all skin conditions.

PYOHEX is a chlorhexidine shampoo specifically for bacterial infection involving Staph. intermedius, the common organism in pyodermas. Surface pyodermas may have papules, pustules, or obvious collarettes. Using PYOHEX twice weekly with its 4-day residual is a very effective control for pyoderma. PYOHEX will also treat fungi but is not as effective as SEBOLYSE or MALASEB.

MALASEB and SEBOLYSE are designed for seborrhoeic dermatitis, (a fungal and Staphylococcal infection). They can be used interchangeably but MALASEB is the improved version. SEBOLYSE has an added keratolytic which may dry the skin. MALASEB's natural base acts as a keratolytic without the drying¹. **SEBOLYSE is registered for cats.** MALASEB is already registered for cats in NZ and soon, Australia. Seborrhoeic dermatitis is

typically greasy and smelly, and is often associated with allergy or steroid use. MALASEB does not strip oils from the skin and coat

KERITAR is used in those instances when there is a thick crust or sebum where the underlying problem can't be treated. The best example is Primary Seborrhoea of Cockers where Keritar and Malaseb are used alternately.

SEBOLYSE ALIVE AND WELL

Our feedback from you has shown some salespeople are claiming SEBOLYSE is to be discontinued. **NOT SO!!!** SEBOLYSE is here to stay.

It has never been our intention to remove SEBOLYSE from the market. MALASEB is the new, improved version of SEBOLYSE but we have no intention of discontinuing this great product. Both **SEBOLYSE and MALASEB are safe to use in cats.** SEBOLYSE is currently registered for cats and MALASEB is registered for cats in New Zealand and Australia is soon to follow.



In this issue

Road test

All you wanted to know about atopybut were afraid to ask

Coming soon....

**Meet Calvin.
Calvin who?**

Online info

New Products



THE ITCHY AND SCRATCHY X – FILES

Later in the year, Dermcare-Vet is releasing two new products, that will change the way you currently look at pruritus. You have told us what you want and our research and production team have produced the goods. Look out for these two new secret weapons against the itchies and scratchies coming from your preferred wholesaler soon. **Special offers** available at release time.

Two New Sizes for Malaseb and Pyohex

Ian Fontaine, our sales consultant, refers all your questions or queries back to us here at Dermcare. One that has come up is “**When are you going to make bigger bottles for PYOHEX or MALASEB for our multi-pet or large dog households.**” We are pleased to announce the 500 ml and 1 litre bottles are on their way. They will be available in time for your spring/summer season of dermatitis. We realise that each of your client's needs are different and the 250 ml bottles are often not suitable. With these two new sizes we are catering for all shapes, sizes and hair-dos.

Australia and NZ beat South Africa!

Well unfortunately we are not talking about the Rugby, as both countries have suffered under the power of the Boks in the Tri-Nations. However, both Australia and NZ have reason to celebrate as we have been seeing the benefits of Dermcare-Vet's MALASEB for years and it is only now being released in South Africa. The UK and USA have already greeted MALASEB with open arms after comparing it to other less efficacious shampoos¹. Ross Bond, from the Royal College, who wrote his PhD on Malassezia², is particularly impressed. South Africa is now the 10th overseas country to benefit from MALASEB. PYOHEX has also begun its assault on the overseas market. It is the unique base and the stability of PYOHEX that leaves the opposition for dead.

Vit E a hit with Staff

What started out as a simple gift to veterinary personnel has turned into one of our most requested products, **Dermcare-Vet's Intensive Vitamin E Cream.**

You, the veterinary staff, asked for something to help alleviate the drying action of your surgical scrubs and cleansing agents. The beauty of Vit E, as compared to other moisturisers, is it actually penetrates to repair dry and damaged skin and prevents further damage occurring.

DERMCARE VET'S MISSION STATEMENT

DERMCARE-VET is a 100% Australian company founded by veterinarians to provide:

- Research and development in dermatology to enable the production of unique, speciality products **exclusively** for the veterinary professional both in Australia, NZ and overseas.
- Continuing education in dermatology to the Australian veterinarian for the advancement of the individual and improvement in the quality of animal care.
- Environmentally friendly products that will cause no harm to environment or animal.



TICK SEASON IS HERE

Have you got PERMOXIN on your shelf? PERMOXIN is registered for ticks and fleas, contains no alcohol, is non-toxic for us and the environment, and economical for large dogs and multi-dog households.

Road Test

By now you have probably heard of an imitation of SEBOLYSE hitting the market. The product contains econazole, an anti-fungal, and chloroxylenol³, the active ingredient in **Dettol**⁴. Unfortunately, the promotion would have you believe the product is just like SEBOLYSE, they even made it blue! Let us tell you the facts.

1. Chlorhexidine and miconazole, in SEBOLYSE® and MALASEB®, express synergism as they are **both** antifungal and antibacterial^{5,6}, a process patented by Dermcare. The imitation has 0.5% chloroxylenol which is a preservative⁷ used in industrial soaps and has minimal effect against Staphylococcal bacteria after 10 minutes contact time⁸.
2. Chlorhexidine and miconazole do not accumulate in the environment nor are they toxic to cats or dogs. Chloroxylenol does not decompose in the environment and is a phenol compound^{7,9}. Cats are nine times more susceptible to the toxic effects of phenol compounds¹⁰.
3. Both chlorhexidine and miconazole have known residuals¹¹ on the skin. Chloroxylenol has no residual⁹.
4. MALASEB, the improved version of SEBOLYSE, does not need a keratolytic as its base is naturally keratolytic. Keratolytics dry the skin and remove any insecticide residues from surface lipids. MALASEB's natural base is keratolytic and lipid-sparing, leaving insecticides to continue their important job.
5. Econazole exhibits a 3% incidence of contact dermatitis in humans¹¹. MALASEB only irritates when the yeast dies in large numbers in animals with yeast allergy. This reaction is rare.

Atopy – What's New? **Ken Mason, Specialist Dermatologist**

Allergic inhalant dermatitis is now called ATOPY. The reason is a change in our understanding of the pathogenesis. Many vets use the term 'grass allergy' when talking to clients.

Atopy is a genetically programmed hypersensitivity reaction against common grass, tree and weed pollens but also dust mites. The antibody involved is thought to be IgE.

It was thought the allergens entered the body via the respiratory tract and the reaction occurred in the skin. As the skin is not an impervious layer, the concept of transdermal absorption has developed recently.

The key to understanding atopy was the finding of an IgE receptor and bound IgE on Langerhans cells. These are surveillance immunocytes that traffic through the epidermis looking for foreign material. The Langerhans cell recognises an aero allergen (pollen) that has penetrated the epidermis and presents

New Faces at Dermcare

As Dermcare continues to expand, we have two new faces to join our team in Brisbane.

Rebecca Horne has an honours degree in Biomedical Science, with research experience in immunology. Rebecca is the Product Manager – Immunobiologicals.

Richard Knevitt has returned to Queensland after 10 years in NSW, the last 5 as a dermatology consultant.

Ian Fontaine is Dermcare's Sales Consultant and will already be known to many of you, particularly in Sydney. Ian brings with him a wealth of knowledge from 30 years experience in veterinary sales.

News for nurses

And the winner is.....

The lucky winner of the Dermcare Comp at the Vet Nurse Conference in April was **Celia Matthew from the Somerton Park Vet Clinic in S.A.** Hope you enjoyed your case of fine wine selected for you by our own wine connoisseur, Mr Ian Fontaine.

Hope to see you all next year in Sydney.

it to T cells in the dermis. The T cell may (if so genetically determined) secrete cytokines to induce tolerance, or choose to activate mast cells and the production of allergen specific IgE, resulting in allergy. The process then becomes self enhancing leading to atopy. The key factors to which way the reaction proceeds (i.e. tolerance or allergy) are determined by genetics, and the timing of exposure to the allergen.

Dogs genetically predetermined to atopy are called high IgE responders, and if exposed to an allergen within the first 3-4 months of life will develop a sustained IgE response, whereas a normal dog will produce only a transient response, then become tolerant. Of course, the animal must live in an environment conducive to a plentiful supply of aero allergens.

There are four (4) subgroups of Atopy. Some develop cutaneous Langerhans associated IgE and have low circulating IgE. Some develop mast cell associated IgE and high circulating
Cont page 4.....

Do You Know.....

NATURAL, PYOHEX, and MALASEB have a unique surfactant that removes excess grease leaving only what Mother Nature intended to be there. This prevents drying and normalises the skin lipids. Insecticides and other lipid soluble agents will remain longer. PERMOXIN has an aqueous base and does not require lipids on the skin.



Dermcare's

Website is

Super- NATURAL

We've had many requests to supply NATURAL Shampoo to pet stores etc. Our Mission Statement states we will only supply to veterinarians. NATURAL is a hypo-allergenic shampoo for regular use in animals with sensitive or normal skins. If you haven't put NATURAL on your shelf, ask us for your free samples. Ian can supply them when he visits or we can post some to you. Just another reason for your client to keep coming through your door. We know you will be pleased with the results.

Dermophiles File

If you have missed out on previous issues of Derm News or you just want more information on anything dermatological, fax or email us and we can send you the information. Previous issues have covered -

- **Demodecosis: Current Concepts and Treatments**
- **The Role of Malassezia in Cutaneous Canine and Feline Skin Disease**
- **Most Common Causes of Therapeutic Failure in Pyoderma**
- **Actinic Dermatitis in Dogs and Cats**
- **Paraneoplastic Disease**



The serum ELISA for allergies is available in Australia through: VPS in QLD, NSW, TAS and SA; CVD in VIC; VET PATH in WA and soon in New Zealand through ALPHA SCIENTIFIC.

Atopy— What's New? Cont...

IgE (possibly mucosal associated). The third and most common group have a mixed response. The last group are some with no demonstrable allergen specific IgE.

This latter group of dogs probably develop allergen-specific IgGd, as recent research used monoclonal IgE and not polyclonal. Some serum blood tests are based on polyclonal detection (VPS SERUM ALLERGY TEST) to avoid the over specificity of monoclonal tests. Despite this there is a place for both monoclonal and polyclonal tests.

HOW IS ATOPY DIAGNOSED ?

The diagnosis is made on signalment, history, clinical signs and the exclusion of differential diagnoses. The history should include initial development of a pruritic skin disease between six months and four years of age. However the clinical signs might change over time. Clinical signs may be seasonal in the initial period.

The clinical signs might include generalised flushing erythema, pruritus of face, body, feet, and ears, recurrent superficial pyoderma, good response to moderate doses of cortisone (if pyoderma is not present), and recurrent otitis or conjunctivitis.

Differential Diagnoses needing exclusion:

Sarcoptes	Ears, elbows, papules that respond to treatment.
Food allergy	Year round, pruritus. Elimination diet of roo/ fish and potato
Flea allergy	Responds to flea control.
Pruritic Pyoderma	Collarettes, pustules. Responds to anti-staph antibiotics with Pyohex.
Contact Allergy	Less pruritic, papules on hairless skin only.
Malassezia Dermatitis	Any age. May be cortisone resistant.

Recurrent pyoderma and Malassezia infection may complicate atopy. The history will often include a previous cortisone responsive allergy that has suddenly become 'resistant'. Always

eliminate these as part of the work up.

Once confirmed, Atopy can be treated with low dose prednisolone and antihistamines, but if side effects are a problem or the season becomes continuous, then immunotherapy is indicated.

An immunotherapy (hyposensitisation) vaccine is formulated on the basis of intradermal skin testing or a serum Elisa result. Intradermal skin testing (first choice in identifying allergens) is performed by Dermatologists. The best alternative is the VPS ALLERGY ELISA, as it has been proven to be more reliable than other serum tests and tests for individual allergens.

[Contact Dermcare for more information on atopy, its diagnosis and the availability of immunotherapy to Australian allergens]

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