



DERMCARE-VET PTY LTD

Volume 1, 1999

DERM NEWS

What's news at Dermcare...

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THE BIG GUNS ARE HERE!

Give infections a real blast

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**And
save
15%
to
20%**

You've always known we have the best, and now we have the biggest! You'll really be able to give those skin infections a blast with the new economical larger bottles of PYOHEX and MALASEB. With so many animals suffering from bacterial pyoderma and seborrhoeic dermatitis over the summer, and the humidity still being high, we all need to use more of these products. How often have you treated a long haired dog with PYOHEX or MALASEB and found the owner had stopped using it because they ran out and the dermatitis returned? Now available in **500mL** and **1 litre**, as well as the trusty **250mL**, there is a size to suit all. The 1 litre pack is for your clinic, your breeders, and your

multidog households. The 500mL is for the single large breed or long coated dog like Alaskan Malamutes and Newfoundlands. Priced to be economical enough for your clients to use regularly, they are at your wholesalers now! Don't forget to specify what size you want when ordering, 250mL, 500mL and 1 litre.

	Malaseb	Pyohex
Prices: 250mL	\$10.49	\$7.04
500mL	\$17.83	\$11.97
1 Litre	\$33.57	\$21.99



In this issue.....

All you wanted to know about keratolytics - what the manufacturers didn't tell you!

How safe is safe?

ALOVEEN or NATURAL ? - that is the question

Chlorhexidine - #1 topical antibacterial

We're expanding - who's new!

DERMCARE would like to thank all Dermcare Club Members for their support. We hope you enjoyed the bonuses and we look forward to seeing you at the start of next season.

NOTE: SPECIAL PRICES!!!!

With the release of our new **BIG GUNS**, we would like you to help us celebrate. For the month of May, Dermcare-Vet and your preferred wholesaler will offer you **10% off** the already low 500mL & 1L prices. Compare the prices for yourself.

PERMOXIN

And plenty of it! There is no shortage of Permethrin. If you previously used pyrethrin, consider **PERMOXIN** with its active Permethrin for dogs and horses for both insecticidal and repellent action.

Dermcare is expanding ALOVEEN or NATURAL That is the question!

Thanks to your support, DERM CARE has been adding more staff, employed both directly by DERM CARE and in our production and testing laboratories in Queensland. We now boast 39 people directly involved in the manufacture of our Australian-made products. The rapid increase in sales has meant we will be moving office to a new larger premises shortly to better serve the veterinary community.

As DERM CARE continues to expand due to the demand for quality products, we are happy to introduce to you two new members of the Dermcare family. Both have been involved in the veterinary world for many years.

Paul Kimberley is our new territory manager for Victoria and Tasmania. **He** has been involved in the industry for more than thirty years and many of you will be aware of Paul's previous history in sales. His energetic and affable approach will be a bonus for Dermcare, and you as veterinarians will benefit from his many years of experience. Paul can be contacted on **0416 251 937** or a/h on 03 5974 2620.

Michelle Zuschke can be contacted at DERM CARE-VET or on her bat phone on **0417 723 387**. Michelle has been involved with administration of the emergency clinic in Brisbane and prior to that, has been working in several larger veterinary hospitals. She has a wealth of experience from both the nursing and management sides of veterinary practices and will represent Dermcare within **Qld, Northern NSW and Northern Territory**.



These two Dermcare products are designed for different problems. **ALOVEEN** shampoo's primary purpose is to **relieve pruritus** and to be followed with the leave-on conditioner. It helps to reduce steroid use or is useful for when your client wants something over the counter that works.

NATURAL, on the other hand, is a cleansing shampoo. Its primary purpose is to **clean the skin** without stripping excess oils and without irritating sensitive skins. It is able to help with allergies particularly Atopy or contact dermatitis by physically removing the allergens or irritants on the skin surface. It is a very efficient cleanser. **Don't forget the economical 5L pump pack!**

Other uses for ALOVEEN

- ☺ Show dogs for that extra gloss.
- ☺ All dogs with dry, dull coats.
- ☺ White dogs with sun damaged skin.
- ☺ Long haired animals for coat manageability.
- ☺ After boarding for that pleasant fragrance.

OPEN DAYS

In these days of competition, many practices are holding open days for their clients and the local population. It's a great way to make your veterinary clinic more inviting. Dermcare can supply you with samples & brochures and in Brisbane, Sydney and Melbourne, even labourers for hydrobaths etc. All you have to do is ask your rep and we will do our best to accommodate you.

NURSES CORNER

We would like to take this opportunity to thank all Nurses who visited the Dermcare stand at the recent VNCA Conference in Sydney. It is great to see so many Nurses interested in advancing their knowledge and career. See you again next year!!

PRACTICE TIP

Why not use **ALOVEEN leave on conditioner** after using any of the Dermcare shampoo range for that extra soothing effect!

CLIENT COMPLIANCE

One of the most difficult tasks when treating a skin condition is to get the client to comply with your instructions. We all know that they invariably cheat. DERM CARE is fully aware of the difficulties involved. With 2 practising dermatologists on staff, we come across these problems every single day.

All Dermcare products have long residual efficacy in case your client is unable to follow your directions. Both **PYOHEX** and **MALASEB** bind to hair and skin, giving up to 4 days residual efficacy, while **ALOVEEN CONDITIONER** is designed to be left on, not rinsed out.

What's safe and what's not?

Safety is something we take very seriously at Dermcare. **All of our products have been tested on human beings before being allowed to be trialed on animals.**

Why do MALASEB and SEBOLYSE have a poison label in Australia?

The NRA requires all compounds which contain prescription drugs to bear a poison label. This is the only reason. The calculated volume of Malaseb to cause a person to be ill (if swallowed) is 3.5 litres.

Why doesn't PERMOXIN have a poison label?

While swallowing the concentrate may cause illness, PERMOXIN is not absorbed through the skin like an OP.

What can I use on a pregnant bitch?

Anything you like as long as it has DERM CARE-VET on the label.

What about lactating bitches?

PERMOXIN may put pups off sucking if swallowed, so avoid the nipple area when applying.

KERATOLYTICS – WHO NEEDS THEM

What other manufacturers don't want you to know!

If you have read anything from the major shampoo manufacturers here in Australia and Europe, you will have read words like **keratolytic** and **transepidermal water loss (TEWL)**. Pretty boring stuff. But if you are interested in providing that little bit extra for your client's pet, and in today's competition who doesn't, they are words that you need to understand.

So what is a keratolytic? A keratolytic is an ingredient in a shampoo that causes the keratinocytes to lose their attachment and fall away taking with them all the surface fatty acids and lipids. This may make the animal smell and look good for 24 hours but with more of an understanding of infections, it has been shown that this will slow improvement. The stratum corneum is the primary barrier preventing penetration of microorganisms and their toxic metabolites into the skin.¹ In addition, the skin surface has a very thin layer of air (6mm), referred to as the **Boundary Layer** (Figure 1). This layer is an invisible extension of the epidermis. Water from sources such as sweat, saliva, and TEWL, accumulates in this area. Here, the relative humidity (**RH**) determines the viability of microorganisms present. The higher the RH, the more likely infectious organisms can survive and multiply. It is the single most important factor affecting human flora^{2,3}. The main source of water is the **transepidermal water loss (TEWL)**. This is a passive process that varies in rate, depending on what is happening to the epidermis. Mother Nature tries to repel irritants like allergens and infectious agents by increasing the thickness of the epidermis (hyperkeratosis) and sealing the cells to prevent penetration. The "sealant" is a mixture of apocrine gland secretion, sebum and epidermal phospholipids. The primary

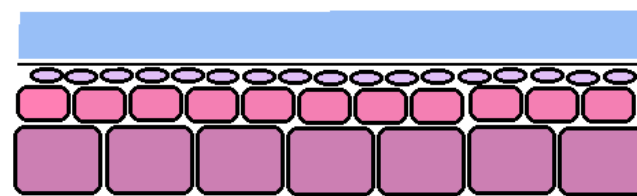
barrier to water loss through the skin is the stratum corneum and the lipids⁹. The reduction of water in the boundary layer (\downarrow RH) decreases the survivability of organisms. **Anything that removes this layer or damages it, increases the TEWL and RH of the boundary layer. The high RH plus the damaged defence mechanisms of the epidermis both contribute to a situation that promotes infection.** This information is not new, it has just been ignored by other manufacturers. This is what adding a keratolytic does. Bond⁶ showed this when he compared keratolytics to Pyohex and Malaseb in 2 separate trials. So why would you want one? Good question. We suggest you ask the reps trying to sell you a keratolytic shampoo.

DERM CARE-VET has taken the veterinary industry to a higher level of understanding by abolishing the archaic and outdated principles of the past and working with nature, not against it to promote healthy skin. We have deliberately avoided adding keratolytics. Our shampoos are designed by veterinary dermatologists for use by veterinarians and their patients.

So what does it all mean?

All animals with allergic dermatitis are predisposed to infection. Infections in turn cause pruritus. By being able to use a topical preparation on a regular basis without causing irritation, we can improve the quality of life for both our patients and our clients.

Fig 1. Graphic Representation of epidermis and Boundary Layer



Boundary Layer
(air/water mix)
Stratum corneum

EPIDERMIS

Stratum basale



TEWL

PUT THE HEX ON PUS – PYOHEX IT!

After the historical success of SEBOLYSE and the new improved version, MALASEB, for treating Malassezia dermatitis (Seborrhoeic dermatitis), our next target disease was bacterial pyoderma. For many years we had been forced by manufacturers to use the old style treatments of iodine, benzoyl peroxide (BPO) and the like. The irritant effects of both have been well documented. Chlorhexidine (CHX) has also been used for a long time but its drying effect has limited its use for topical application. Chlorhexidine's antibacterial efficacy has been shown to be superior to all contenders⁴, including Benzoyl Peroxide⁶.

The challenge for DERMCARE was to produce a shampoo with the proven efficacy of CHX, without the drying, and to prevent lipid stripping with the resultant increase in TEWL, a process that promotes infection. Research into surfactants during the development of MALASEB revealed the answer to the problem. By utilising the proven efficacy of the unique base in MALASEB, we have been able to formulate a product that is both highly efficacious, non-irritant and does not strip lipid. So effectively **you can have your cake and eat it too**.

The next challenge was to determine the most suitable concentration of CHX. *In vivo* trials using various concentrations of CHX in the base product revealed (as you can see in the Graph below) that not only was a 3% solution the most efficacious but that at higher concentrations, the drying effect of CHX actually made the solution less efficient. As a result of this research, PYOHEX was born.

BPO, and its poorer cousin Ethyl lactate, have been shown to be only 46% and 45% efficacious by a study at the University of Tennessee, even when the owners were forced to wash their dogs 3 times weekly for 4 weeks⁷. This is not difficult


to understand as BPO is very rapidly degraded to benzoic acid and excreted by the kidneys. There was no residual BPO demonstrated in stratum corneum⁸. In addition, Ethyl lactate was found to actually grow bacteria in the bottle, and in one trial, it increased the number of organisms on the skin. Even water doesn't do this!⁴

The most recent trials by Campbell et al, showed that a 2% CHX shampoo was far superior to 3% BPO with 100% of dogs showing reduction in bacterial counts as compared to 75% in BPO, 37% Ethyl lactate and 62% in water. Historically, when CHX was previously compared to BPO in the early 1990's, a dilute 0.5% solution was used⁵. The Chlorhexidine in PYOHEX is **6 times** the concentration used in trial by Ken Kwochka.

Bond⁶ also showed significantly superior clinical responses to CHX over BPO. In his trials, BPO failed to show any reduction in total bacteria and more specifically, Staph intermedius. He concluded that PYOHEX shampoo was superior to BPO for the treatment of bacterial infections of canine skin showing 6 out of 9 Pyohex treated dogs gave a complete or good response while only 4 out of 11 dogs using BPO obtained the same clinical response.

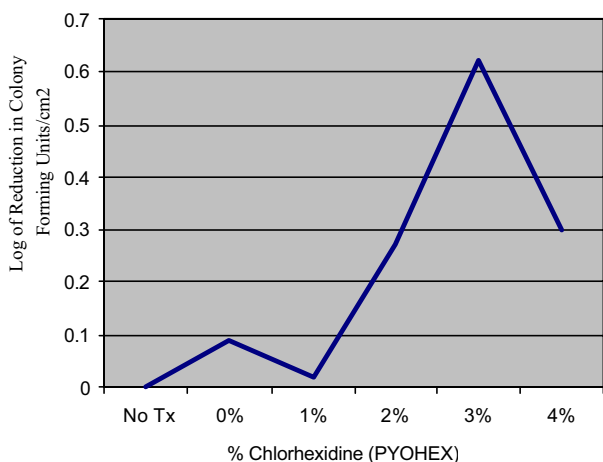
Both US and UK dermatologists directly import PYOHEX for use in their own cases.

If it is good enough for the best in the world, isn't it good enough for us?



PRACTICE TIP
Pyohex works great to help prevent recurrent hotspots we all see in Golden Retrievers and Rotti's

CHLORHEXIDINE DOSE RESPONSE TRIAL



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