



**Stomaferin Ultra
is back!**

Available from 12th July 2022

Diagnostics
Medicines
Nutrition
Cosmetics





First product under the innovative Ultra Line



Stomaferin Ultra

Comprehensive, effective and convenient support for the **therapy of changes in the oral mucosa and gums** in dogs and cats.



Oral disease in dogs and cats – a scale of problem

- Oral disease: stomatitis, gingivitis, periodontitis ect. occur in **70-80%** dogs and cats
 - Ulcerative stomatitis
 - Feline juvenile gingivitis
 - Eosinophilic granuloma
 - Chronic gingivostomatitis
- Dental plaque bacteria – one of the most important factor



Caudal stomatitis in cats

- Feline lymphocytic - plasmacytic gingivitis/stomatitis (LPGS) or caudal stomatitis
- Chronic and a very painful disease, characterized by severe inflammation of the gingiva, buccal mucosa, and caudal oral mucosa
- It affects 0.7% to 10% of the general cat population
- It is a result of an inappropriate immune response to oral antigenic stimulation and, unfortunately, there may be one or more initiating causes that trigger this event
- Clinical signs:
 - Salivation
 - Unpleasant smell from the mouth
 - Bleeding
 - Anorexia
 - Weight loss ect.



Treatment

- Steroids, antibiotic therapy, immune stimulation– interferon, cyclosporin and others (Guilford, 1996; Hennet et al., 2011; Lommer, 2013)
- Extraction of teeth– molars and premolars is effective in 50-60% of cases (Hennet, 1997; Bellei et al., 2008)





Stomaferin Ultra

what's new, what's the same

Old



30ml

New



30ml

- ✓ **New shape of the bottle** – slimmer and higher (c.a. 2 cm)
- ✓ **New cardboard box** - taller and more narrow
- ✓ **New hygienic cover** of the applicator
- ✓ **The same capacity** – 30ml
- ✓ **The same concentration** of active substances
- ✓ **Changed preservative and thickening agent** => better product stability and viscosity
- ✓ **Changes dosage to 1-2 times/day** – based on our practitioners' clinical experience with the product – use of Stomaferin Ultra in given dose but twice as often is recommended in supporting the treatment of advanced periodontal diseases (especially in dogs). **This dose is safe for animal health.**



Stomaferin Ultra: new, more persuasive communication

Old

Stomaferin Ultra

Comprehensive and convenient support for maintaining **the oral health of a cat or dog.**



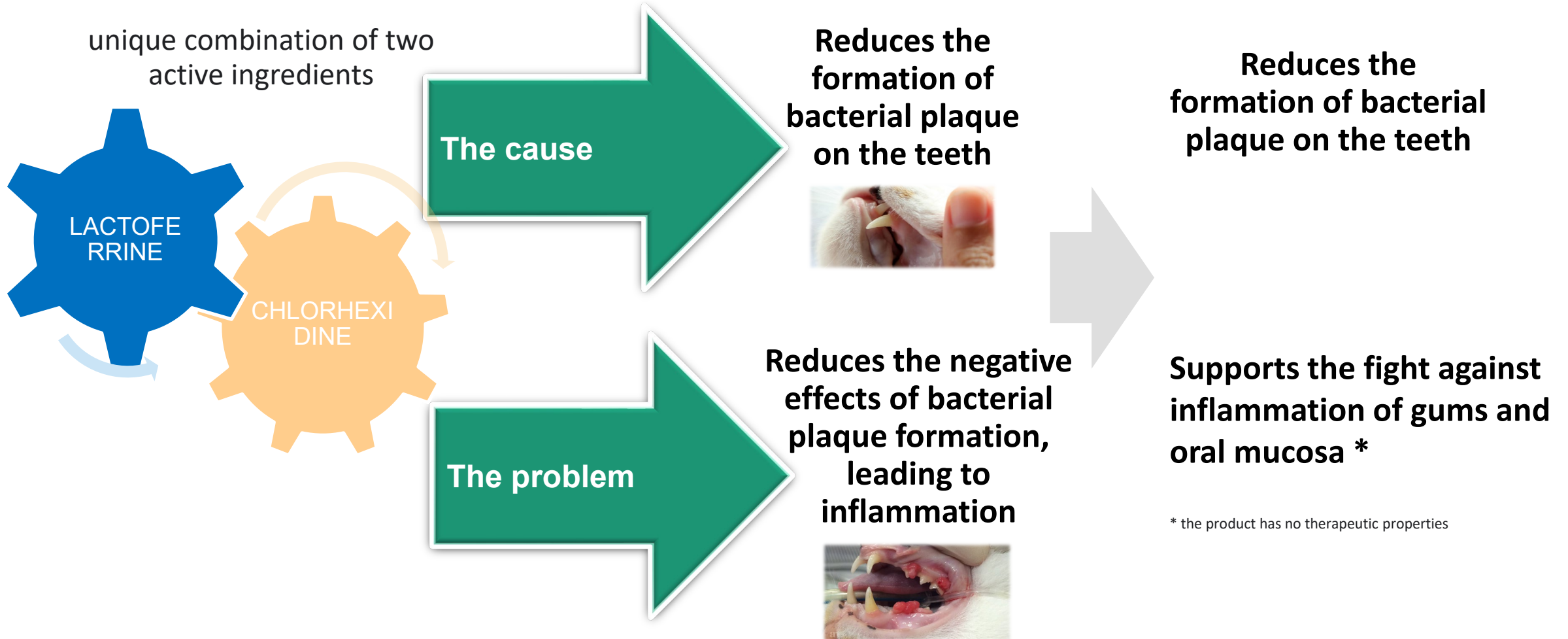
New

Stomaferin Ultra

Comprehensive, effective and convenient support for the **therapy of changes in the oral mucosa and gums in dogs and cats.**



Stomaferin Ultra: new, more persuasive communication



* the product has no therapeutic properties



Stomaferin Ultra – composition

Chlorhexidine (chlorhexidine gluconate; 1,32mg in 0,2 ml single dose):

- Antibacterial effect: G+ and G-
 - Reduces the amount of bacteria in saliva: 95%
 - Limited the growth of bacteria and colonization of the tooth enamel
 - Limited the plaque growth: 50-60%
- active action : 8-12h

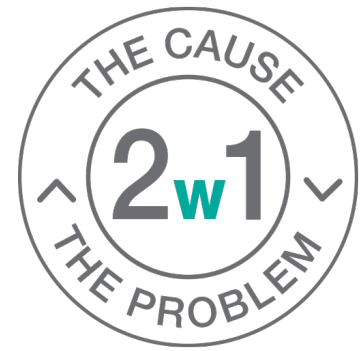
Lactoferrine (glycoproteina; 3mg in 0,2 ml single dose):

- immunomodulating effect - cellular / humoral immunity
- antibacterial effect - against G + and G- bacteria
- antiviral activity - HCMV, CHV, HPV, FCV, FHV and others





Stomaferin Ultra Benefit: 2 in 1



1. **Chlorhexidine** (chlorhexidine gluconate 0,12%) – „acting on the cause”– antibacterial effect – limited the growth of bacterial plaque



2. **Lactoferrine** (3mg/0,2ml) – „acting on the problem” – inhibits the inappropriate immune response in oral cavity





Stomaferin Ultra: Mechanism of action



SYNERGISES of the action of Lactoferrin and Chlorhexidine

Mechanism of action of Lf (suppression of the immune response suppression / control and reduction of LPGS relapses): oral administration inhibits the expression of interferon (INF) - γ and interleukin (IL) -2, which may reduce pain sensation, hypersalivation and improve appetite in cats with difficult-to-treat stomatitis (Sato et al., 1996; Addie et al., 2003; Kobayashi et al., 2008).

Mechanism of action of Chlorhexidine (bactericidal activity against Gram + and Gram- and some fungi)





Stomaferin Ultra



- It is not a drug, but it is a save and practical solution in supporting treatment of feline stomatitis which are difficult to treat, chronic or recurrent





Stomaferin Ultra: First to combine high efficacy, convenient application and animals' safety



DUAL ACTION=> EFFICACY



GEL EFFICIENCY=> EFFICACY



CONVENIENT APPLICATION



THE ANIMAL'S SAFETY

Stomaferin Ultra: efficient formulation

GEL EFFICIENCY=> EFFICACY



- The gel formula adheres better than a liquid – and it is more effective

CONVENIENT APPLICATION



- Can be applied quietly and comfortably – keeping your pet from becoming stressed
- Fully control the outflow pressure of the gel
- Precise application to the oral mucosa when inserting the tip of applicator into the mouth
- Can be used comfortably at the vet's or at home

THE ANIMALS' SAFETY



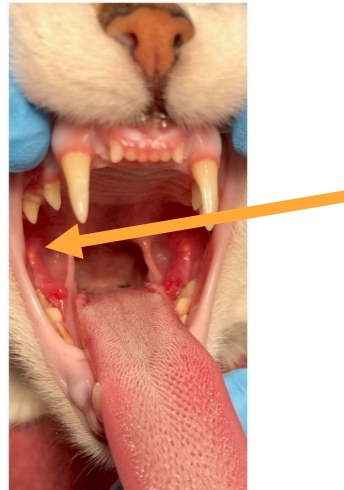
- Doesn't cause excess production of saliva in cats or dogs
- Produced in the European Union

Stomaferin Ultra :

Method of use; dose, duration of use



1. Shake well before use
2. Slightly tilt the skin of the cheek part or insert the applicator into the mouth aiming at the angle of the jaw
3. Apply 1 dose to the oral mucosa - 0.2 ml (3 mg of lactoferrin); repeat on the other side
4. Use 1-2 times a day
5. Application time: depends on the advancement of the changes



Stomaferin Ultra: marketing support

Sales presenter A4 (2 pages)

NEW PRODUCT!

STOMA FERIN ULTRA

COMPREHENSIVE AND CONVENIENT SUPPORT FOR MAINTAINING THE ORAL HEALTH OF A CAT OR A DOG.

DUAL ACTION

- **2 in 1 action** – addresses the cause and the problem

EFFECTIVE AND CONVENIENT TO USE

- comes in a gel formula
- can be applied in a closed mouth

IT'S SAFE FOR A PET

- doesn't cause excess saliva production in dogs or cats

WWW.VETEXPERT.EU LIKE US ON FACEBOOK AND INSTAGRAM!

FIRST PRODUCT UNDER THE INNOVATIVE ULTRA LINE

Page 2 – Onepager (can be used also as A2-format poster as POS for vet clinics)

NEW PRODUCT!

STOMA FERIN ULTRA

COMPREHENSIVE AND CONVENIENT SUPPORT FOR MAINTAINING THE ORAL HEALTH OF A CAT OR A DOG.

DUAL ACTION

Stomaferin Ultra offers **two-way action**, thanks to its unique combination of **two active ingredients**: chlorhexidine and lactoferin:

THE CAUSE 2w1 THE PROBLEM

- The chlorhexidine helps reduce the formation of bacterial plaque on the teeth, helping Stomaferin Ultra react **directionally** to the cause of the problem.
- At the same time, the lactoferin content reduces the negative effects of bacterial plaque formation, leading to inflammation**. Hence Stomaferin Ultra also react **directionally** to the problem itself!

Chlorhexidine offers a prolonged antibacterial effect (from 8 to even 12 hours!), including:

- inhibiting the colonization and growth of bacteria on the tooth surface!
- reducing the deposition of plaque by up to 80%!
- decreasing the amount of bacteria in saliva by up to 85%!

Lactoferin - has an immunomodulatory effect, helping to prevent from gingival hypertrophy.

THE EFFECTIVENESS OF A GEL. CONVENIENT APPLICATION

- the gel formula adheres better than a liquid – and is more effective
- can be applied quietly and comfortably – keeping a pet from becoming stressed
- fully control the outflow pressure of the gel
- it can be precisely applied to the oral mucosa when inserting the tip of applicator into the mouth
- can be used comfortably at the vet's or at home

THE ANIMAL'S SAFETY

- doesn't cause excess production of saliva in cats or dogs
- produced in the European Union

Stomaferin Ultra is intended for safe **exclusively** by veterinarians.

*De Spain Eden Besky, Chapter 18: Prevention Strategies for Periodontal Diseases in Prevention in Clinical Oral Health Care, 2006: 213-229
**Up to about 8 hours during the day and 12 hours at night, when the preparation is applied before sleep
***The product contains no therapeutic preservatives