

NEW



STIMUDERM ULTRA

INNOVATIVE SUPPORT
OF ALOPECIA TREATMENT
IN DOGS



DISEASES OF VARIOUS ETIOLOGIES CAN LEAD TO EXCESSIVE HAIR LOSS AND DISRUPT THE PROPER CYCLE OF HAIR GROWTH.

This pathological condition requires veterinary consultation and implementation of therapy for the underlying disease as well as stimulation of hair regrowth. Areas affected by alopecia:

- are exposed to the action of irritating factors, bacteria, external parasites,
- can be a factor affecting the dog's discomfort (low mood, itching, pain and tenderness in affected areas).

THE MOST COMMON DISEASES THAT MAY RESULT IN ALOPECIA IN DOGS

DISEASE ENTITY	INFLUENCE ON DOG'S HAIR COAT	
CANINE ATOPIC DERMATITIS (CAD)	Type of skin lesion: alopecia	Genesis of alopecia: <ul style="list-style-type: none"> • perivascular dermatitis in phase chronic dry and lichenified skin, • strong itching, numerous self-inflicted abrasions, • hair follicles become weakened and worse rooted in the skin, • in addition, the process of hair loss can be stronger because of mechanical violation them by scratching.
DERMATOMYCOSIS	Type of skin lesion: transitional alopecia, in form of circular areas, devoid of hair in the center of inflammation.	Genesis of alopecia: <ul style="list-style-type: none"> • hair breakage just above the skinsurface skin, • no hair shafts that remain consumed by dermatophytes, • follicle inflammation, • canine epidermolysis bullosa acquisita syndromes and pseudomycetoma.
BACTERIAL INFECTIONS (on the example of staph)	Type of skin lesion: local alopecia	Genesis of alopecia: <ul style="list-style-type: none"> • the cause of hair loss is destruction follicles, • often comes to folliculitis and occur of exanthema filled with purulent fluid, • exanthema often coalesce, forming clusters and causing itching and pain.
CUSHING'S SYNDROME followed by hyperadrenocorticism (slightly over 2% of dogs).	Type of skin lesion: alopecia (mostly symmetrical), in short-haired dogs – picture of "skin motheaten".	Genesis of alopecia: <ul style="list-style-type: none"> • loss of coat shine, • slower hair growth, • hair thinning, • hair color changes (black hair turns in chestnut or red, brown becomes fawn or clear).
OTHER HORMONAL DISORDERS The most commonly diagnosed in dogs in Poland - hypothyroidism (almost 7% of all dog skin diseases).	Type of skin lesion: different forms of alopecia: – local, – generalized, – multifocal. In most cases: symmetrical alopecia.	Genesis of alopecia: <ul style="list-style-type: none"> • mostly hormonal dermatoses cases lead to a stoppage of the cycle hair growth in the resting phase, • excessive can also be observed keratinization of the follicles.



Short hair shampoo Long hair shampoo Serum

STIMUDERM ULTRA

NEW

INNOVATIVE VETERINARY DERMNOPROGRAM for dog skin and coat care with excessive hair loss of various origins.



The unique Stimuderm Ultra dermocosmetics formula is based on the **ACTIVE NTM®** molecule, a substance of vitamin origin, with a scientifically proven effect*:

- » prolonging anagen and inhibiting catagen development,
- » stimulating hair regrowth,
- » stimulating hair follicles for faster regeneration and entering the correct anagen,
- » stimulating the microcirculation and the process of creating new blood vessels (by affecting the release of prostacyclin).

STIMUDERM ULTRA DERMOPROGRAM

STIMUDERM ULTRA dermoprogram is based on 2 mutually related processes that are crucial for achieving satisfactory results:



SHAMPOO

Choose the appropriate one for the patient's needs – for long-haired or short-haired breeds.

- the first and crucial phase of dermatological patient therapy,
- cleanses the skin (removes excess sebum, dead skin cells and other impurities),
- prepares the skin for serum application and facilitates its absorption,
- allows for effective hydration of the epidermis and facilitates the penetration of active substances contained in the shampoo deep into the skin, thereby activating the process of combating the problem.



SERUM

- targeted stage involving localized and concentrated action,
- the gel form of the preparation allows for intensified penetration of active ingredients,
- considers a key factor supporting treatment, namely the systematic exposure of the skin to the action of the **ACTIVE NTM®** molecule, responsible for stimulating hair growth and improving microcirculation within the hair follicle.

Supporting the fight against alopecia is a long-term process and depends on:

- 1) The hair growth cycle (lasts about 21 days),
- 2) The causes of the problem,
- 3) The pet parent consistency in following the veterinarian's recommendations.

THE CLASSIC SCHEME OF STIMUDERM ULTRA DERMOPROGRAM LASTS 6 WEEKS:

WEEK	DERMOPROGRAM DAY						
1	1	2	3	4	5	6	7
2	8	9	10	11	12	13	14
3	14	16	17	18	19	20	21
4	22	23	24	25	26	27	28
5	28	30	31	1	2	3	4
6	5	6	7	8	9	10	11

bath and serum
 bath
 serum

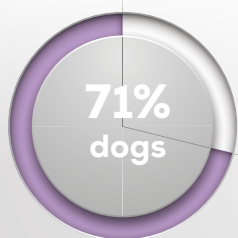
If there is no improvement, the therapy needs to be continued with one bath per week every 3 weeks.

Depending on the diagnosis of the cause of alopecia, a **TWO-WAY ACTION** is recommended: treatment of the underlying disease entity and simultaneous implementation of an integral hair regrowth **STIMUDERM ULTRA** stimulating dermoprogram.

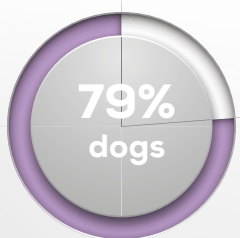
* Confirmed in clinical trial: Popik M.: 1-metylanikotynamid jako modulator fizjologicznego i dystroficznego cyklu włosowego myszy C57B1/6. PhD thesis, The Faculty of Biochemistry, WWW. Biophysics and Biotechnology UJ, 2008.

THE EFFECTIVENESS OF STIMUDERM ULTRA DERMOTHERAPY IS PROVEN BY CLINICAL RESEARCH**

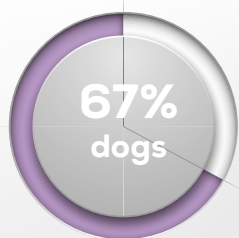
After 8 shampoo baths and regular serum application, visible improvement in hair regrowth was confirmed in:



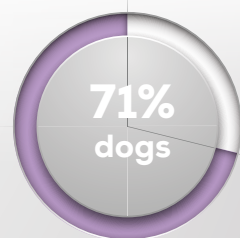
PATIENT GROUP:
alopecia caused by atopic dermatitis



PATIENT GROUP:
excoriations caused by dermatomycosis



PATIENT GROUP:
alopecia caused by hypothyroidism



PATIENT GROUP:
alopecia caused by adverse food reactions

Stimuderm Ultra dermotherapy may not bring satisfactory results in the case of estrogen-dependent alopecia, e.g. Alopecia X

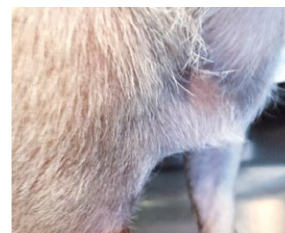
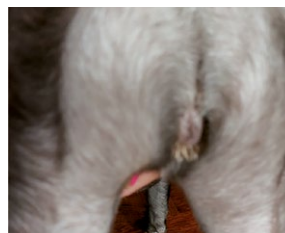
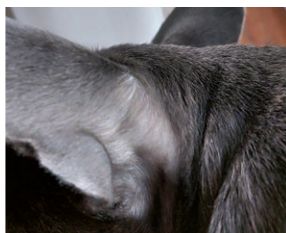
Methodology used for the assessment:

1. trichogram test,
2. skin rolling test in the Wood's lamp,
3. visual clinical examination.

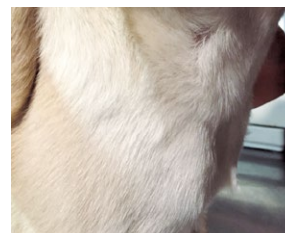
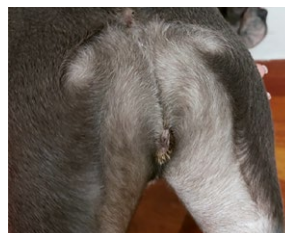
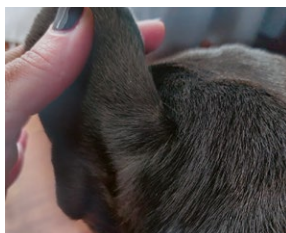
** Studies carried out by J. Karaś-Tęcza, DVM on a group of 75 dogs

EXAMPLE OF THE EFFECTIVENESS OF STIMUDERM ULTRA DERMOTHERAPY

Before applying
STIMUDERM **ULTRA**:



After applying
STIMUDERM **ULTRA**:



Results before/after 3 baths taken as part of veterinary research.

KEY STIMUDERM ULTRA BENEFITS



Unique formula based on scientifically proven* **ACTIVE NTM**® molecule stimulating hair regrowth.



A comprehensive integral dermoprogram supporting alopecia treatment in dogs.



Effectiveness confirmed in clinical research.



Specialized, premium veterinary dermocosmetics.