

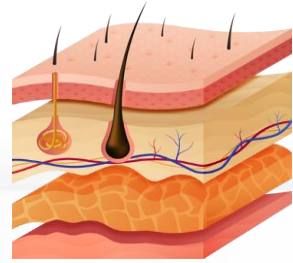


Lunch & Learn : Counter must-have

Dermoscent®
LABORATOIRE



Dermoscent® in a nutshell



Derma-cosmetic
expertise



A trusted partner of
vets, nurses & pet
parents since **2003**



International animal
dermo-cosmetics
More than **45 countries**



Proposes dermo care
& food supplement



Made in
France

Dermoscent® pillars



EASE OF USE FOR OPTIMAL COMPLIANCE

2003: 1st dermo-cosmetic spot-on
2006: 1st rinse-free foam
2012: 1st ear cleanser in single-doses



BASED ON NATURAL ACTIVE INGREDIENTS

Essential Fatty Acids from plants, *to support the skin barrier*
Essential oils to bring specific properties (relaxing, soothing...)
Other natural ingredients (honey, propolis...)

BACKED BY SCIENCE

High standard studies (*in vitro*, *ex vivo*, double-blinded clinical studies...)
Close collaboration with vet dermatologists and learned societies: GEDAC, ESVD, AiCVD

- 51 publications in peer-reviewed journals
- 40 congress presentations

Vet nurses : essential links between vets, animals and pet parents



- ✓ You are the **first point of contact for pet parents**
- ✓ You play an important role in **advising them** on the purchase of accessories, food, hygiene products, care products, etc...
- ✓ You **reassure pet parents** when they need it
- ✓ You play an **educational role** by informing owners about best practices in care, feeding and disease prevention.

Our must-have solutions for your advice !

Body hygiene



Hygiene is important



- Hygiene solution **cleans the skin and its appendages**, ridding the animal of any impurities it may have picked up in the environment
- Washing the animal **is the first step towards relief**
- Hygiene care **removes allergens and dirt** from the animal's coat, and reduces **pruritus**
- Hygiene solutions **come in a variety of formats:**
 - With rinse:** shampoos
 - No-rinse:** foams, wipes, etc.

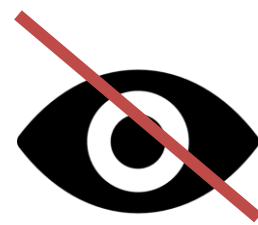
How to realize a shampoo?

Ideal shampoo application

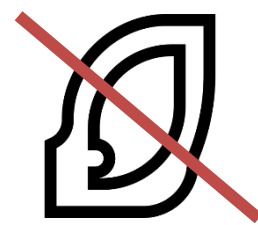
1. Brush the coat
2. Wet abundantly the skin & coat
3. 1st shampoo (flush) if the coat is very dirty
4. Rinse
5. 2nd shampoo with a contact time : minimum 2 minutes (can be up to 10mn)
6. Rinse abundantly
7. Gently clean with a towel and brush
8. Let dry or dry with a hair dryer on a tepid setting



Use a tepid
water (37°C)



Avoid eyes



Avoid ears

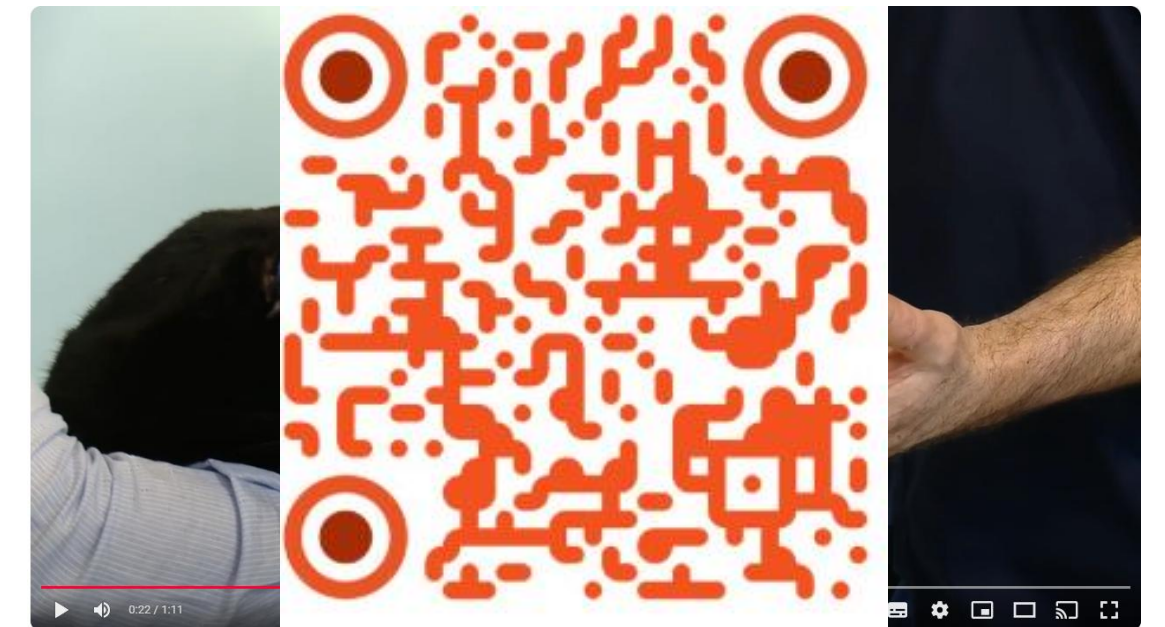


Avoid nose

How to apply a foam?

Ideal foam application

1. Shake the bottle and dispense foam into your hand or directly onto the animal's coat
2. Ensure the area to be cleansed is dampened with the foam, avoid eyes and nose
3. Massage it well down to the skin against the direction of the hair growth
4. To finish, remove dirt with the help of a towel
5. Brush the coat



Normal skin

NEED :

- Regular maintenance of healthy skin
- Deodorization & shiny coat



EFA Physio Shampoo



Essential Mousse[®]



Ideal for medical training !

Why is medical training important ?



Medical training = teaching the pet in his early age to cooperate willingly during care, handling, or grooming.

Medical training **makes care less stressful, safer, and strengthens the relationship of trust between pet parent and their companion.**



EFA Physio Shampoo & Essential Mousse[®]
Suitable for **puppies & kittens**



When to use Essential Mousse®?

In-clinic use



To deodorize after anal gland expression



To efficiently cleanse skin & coat (blood on white coat)



To eliminate minor accidents (incontinence, vomiting, diarrhea...) during hospitalization



As a courtesy before discharge, to give back an animal looking nice and smelling fresh

When to use Essential Mousse®?

At home



Quick or localized cleaning

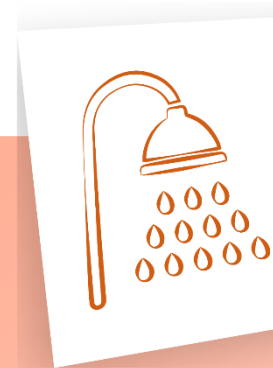
Dandruff, dry/greasy skin, bad odors...

NEED :

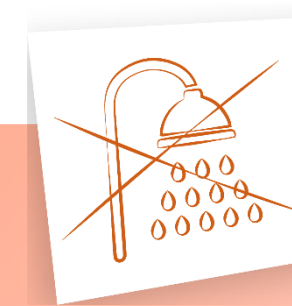
- Regulate the skin
- Deodorize
- Eliminate dandruff and bad odors



Essential 6[®] Sebo Shampoo



Essential Mousse[®]



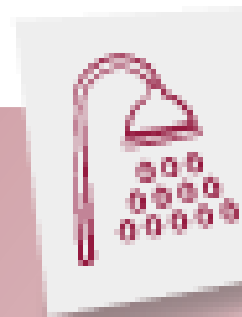
Sensitive, irritated skin, allergy-prone skin

NEED :

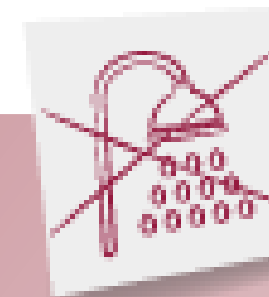
- Soothe the skin
- Hydrate
- Relieve the animal from prurit



ATOP 7[®] Shampoo



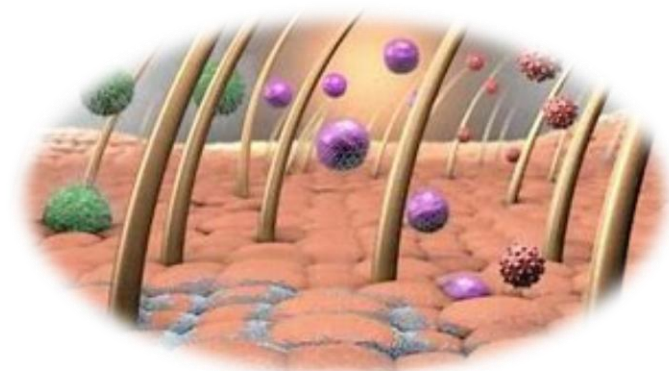
ATOP 7[®] Mousse



Skin flora imbalances

NEED :

- Purify the skin
- Rebalance the skin microbiota
- Don't dry the skin



PYOclean[®] Shampoo



PYOclean[®] Mousse



Well-groomed coat

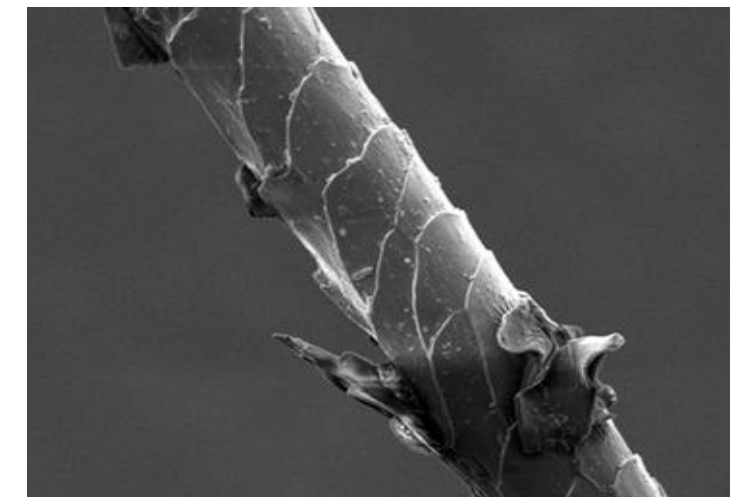


Our natural detangling solution

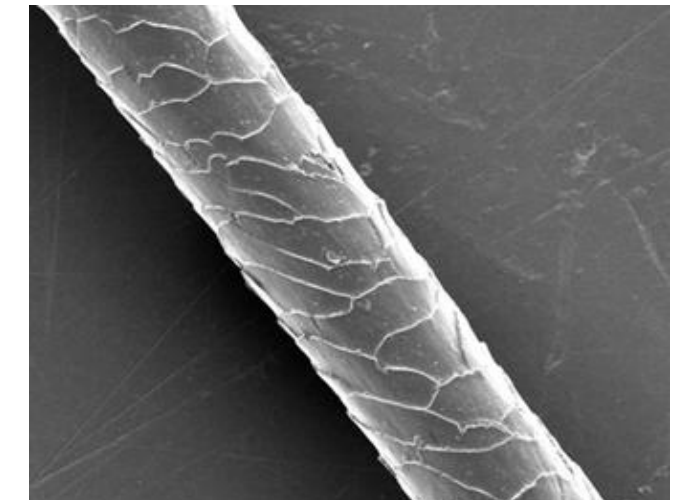
NEED :

- Prevent knots
- Detangle the animal's coat
- Seek softness & shine
- Protect hair fiber

PHYSIO Easy Brush



Before



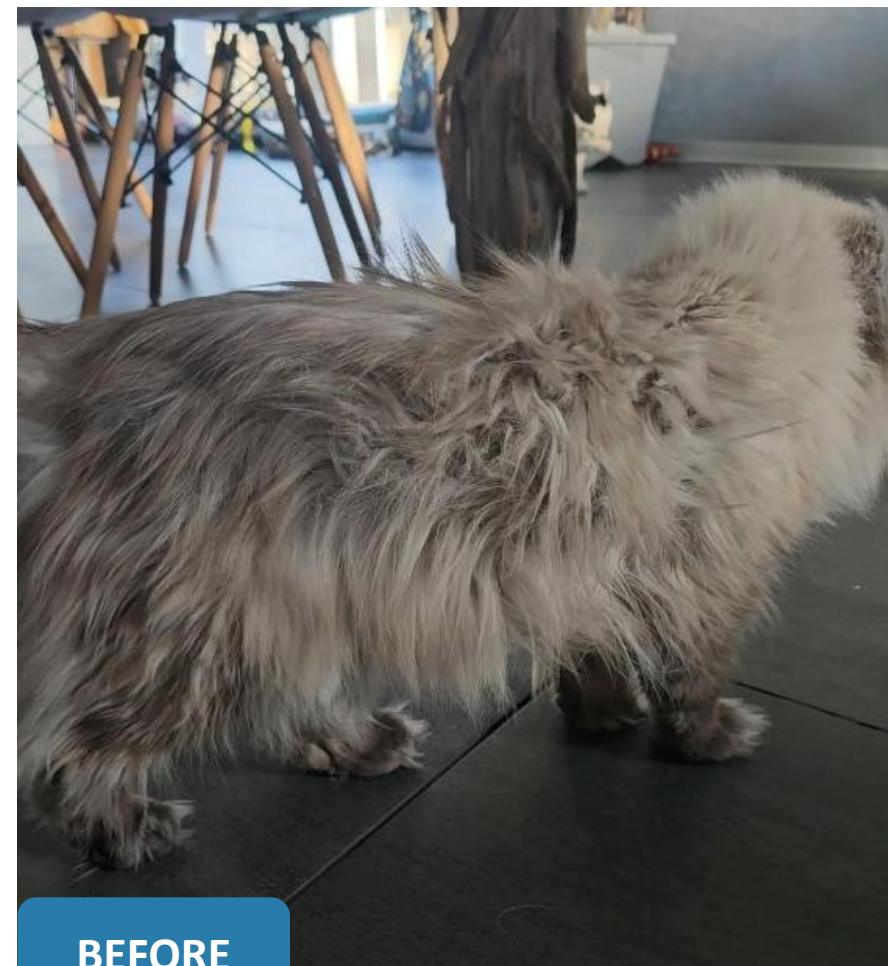
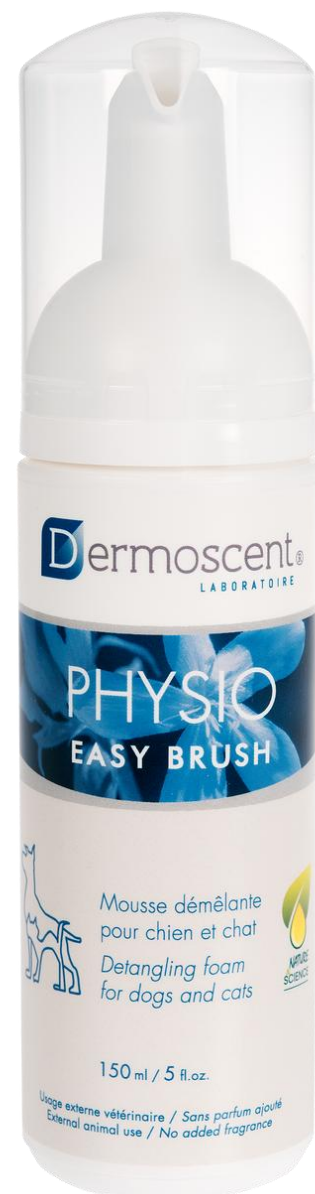
After

- Apply generously to knots as often as necessary
- Silicone-free



Our natural detangling solution

Convincing results



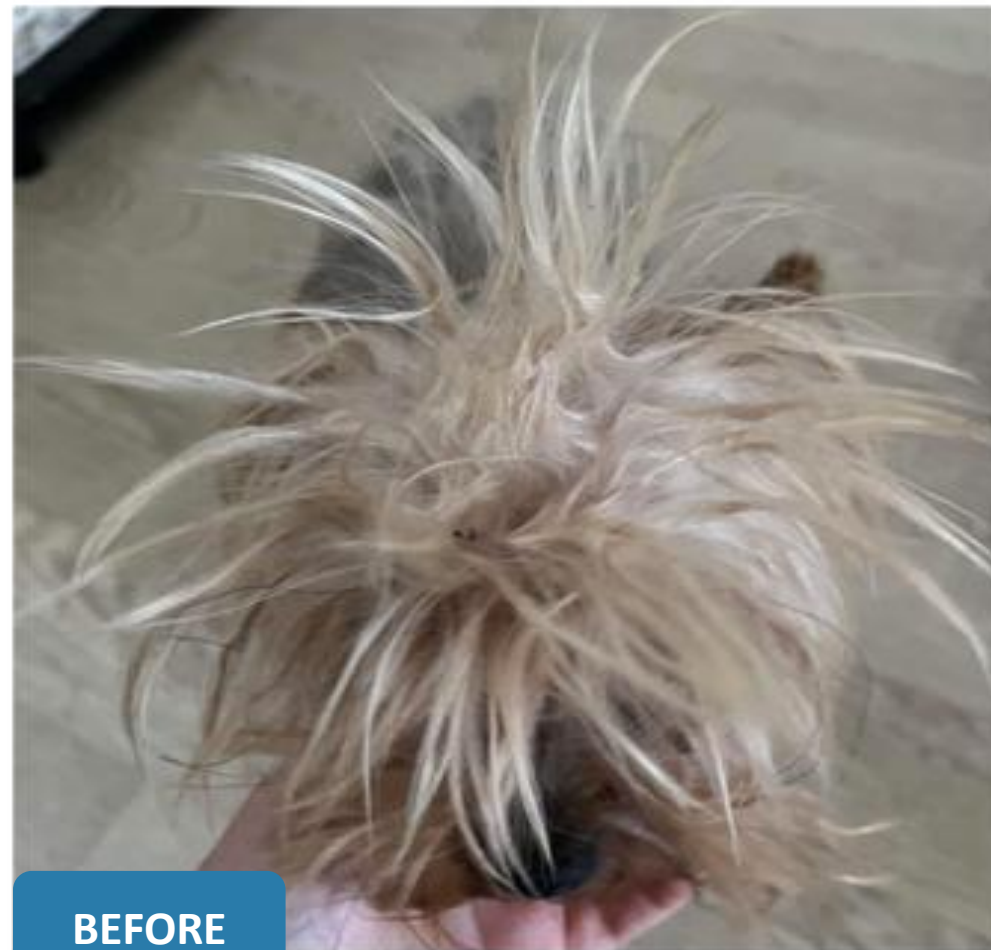
BEFORE



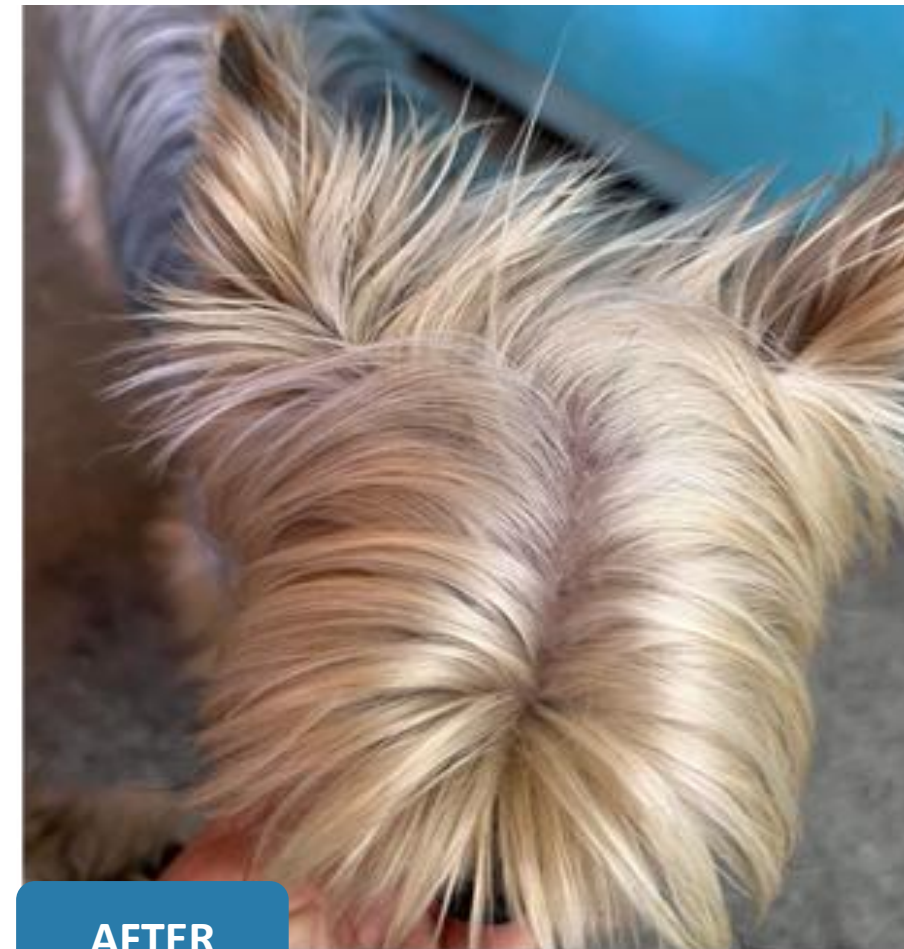
AFTER

Our natural detangling solution

Convincing results



BEFORE



AFTER

Our natural detangling solution

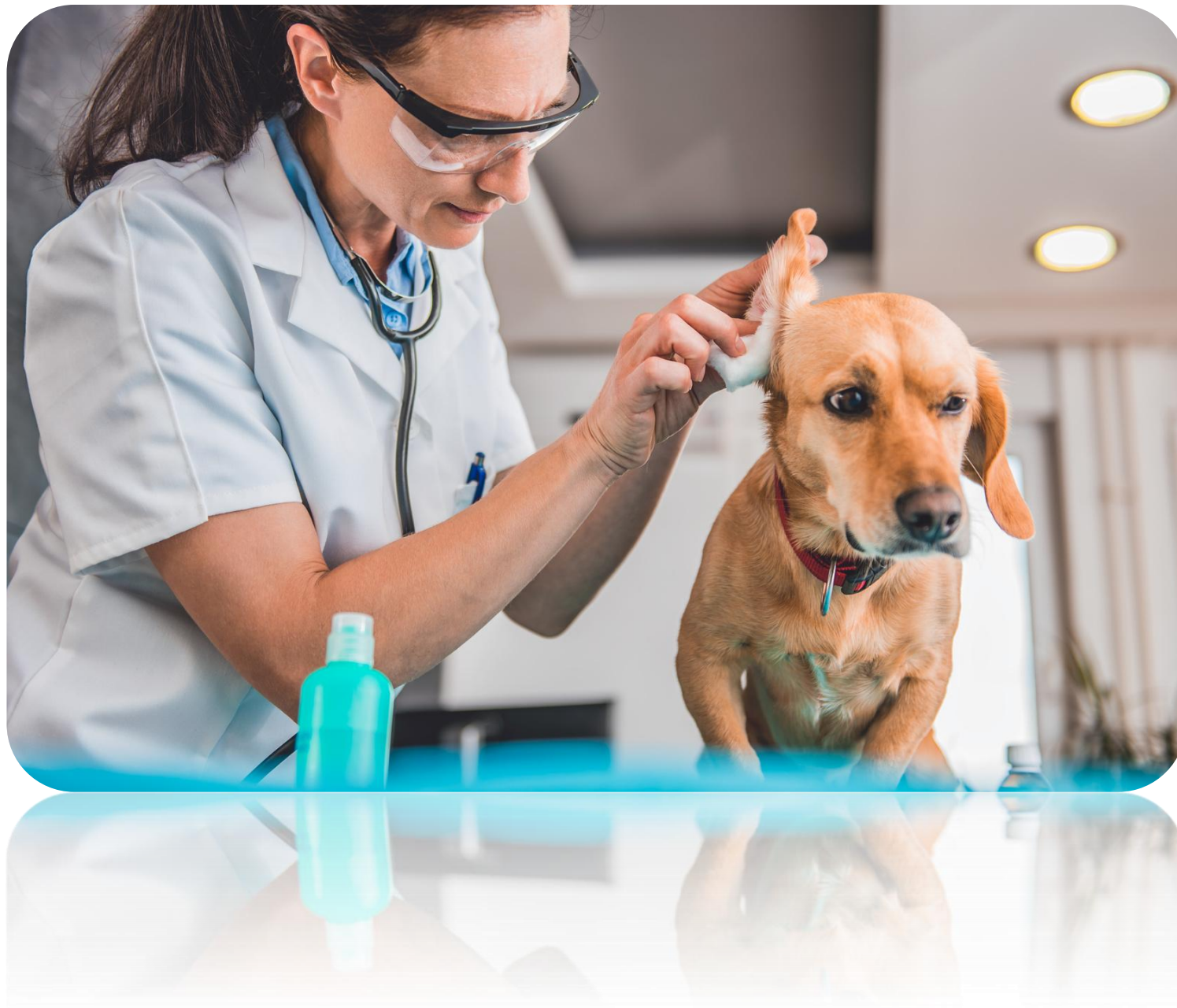
Convincing results



Ear cleansing solutions



Importance of ear cleansing



- **Ear cleansing is an integral part of caring for the ear canal of dogs, cats, and rabbits.** It helps **remove debris and exudates** that can lead to plugs and otitis, and it also **enhances the effectiveness of topical ear treatments**
- Effective ear cleansing **promotes direct contact between the topical treatment and the epithelium of the ear canal**

Ears cleanser for HEALTHY ears

NEED :

- Cleanse,
- Deodorize,
- Hydrate

Essential Oto[®]



Recommended for



Excess earwax
production, debris...



Bad odors



Medical training

- Once to twice a week depending upon ear canal dirtiness

Focus on medical training



Observation: certain breeds of animals are predisposed to develop ear conditions (e.g. ear infections).

Principle of medical training: train animals from an early age to **tolerate ear handling and cleaning products**, making future treatment of ear infections easier.

Example of predisposed breeds:



Recognizing ears showing signs of infection/otitis

Excessive scratching
& itching

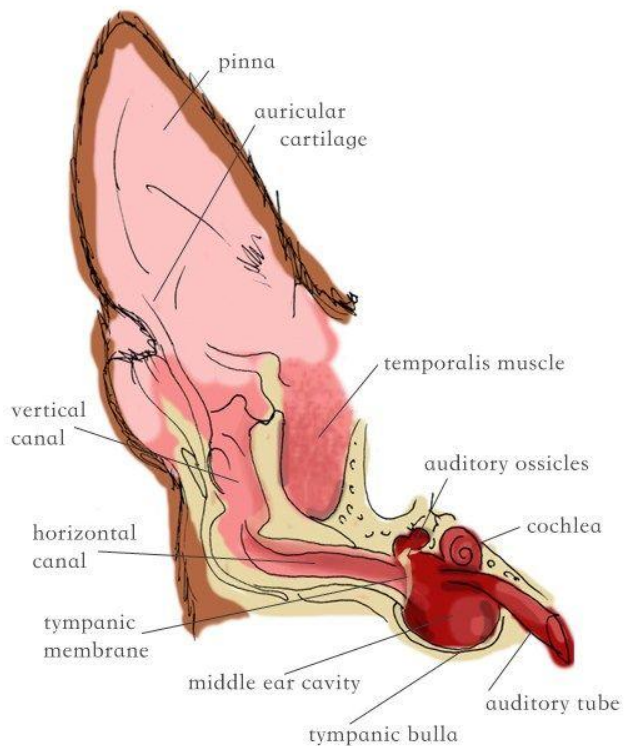
Frequent head
shaking

Abnormal ear
discharge

Redness &
inflammation of the
outer ear

Canine Ear Anatomy

illustration copyright
© milesandemma.com



Unpleasant odor
emanating from the
ears

Excess earwax
production

Unusual pain when
touching the ears

Recommend a consultation !

Otitis externa, infected ears

NEED :

- Purify,
- Soothe
- Hydrate

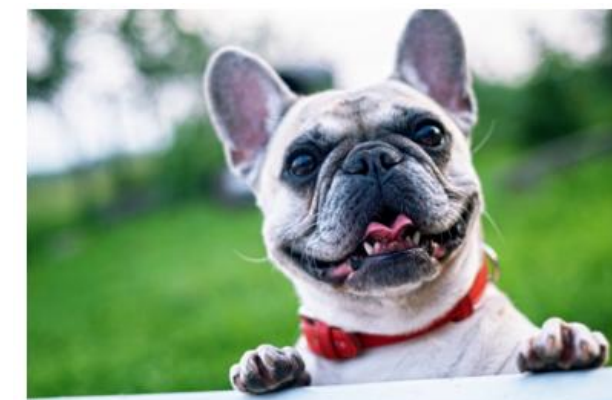
PYOclean[®] Oto



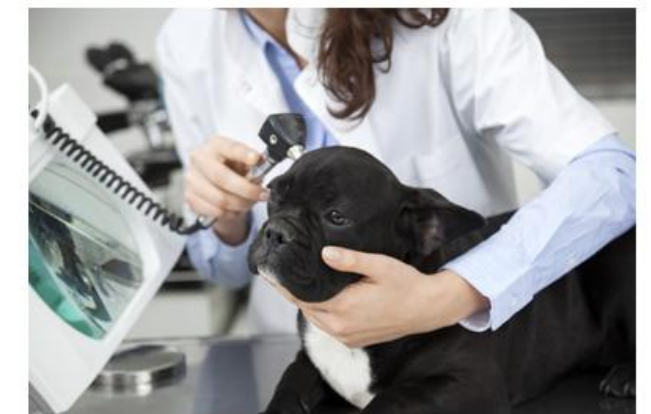
Single-dose format

- Facilitates product administration
- One single dose per ear
- Reduces risk of contamination

For prevention



As a complementary care in cases of external otitis



- Once a day prior to the treatment or once a week as long as necessary for preventing relapses

Skin hydration



Our hydrating solutions

NEED :

- Hydrate
- Nourish
- Bring comfort

ATOP 7[®] Hydra Cream

Hairless areas



ATOP 7[®] MAX Hydra

Whole body



PRE+PROBIOTIC
COMPLEX

Sensitive areas



Did you know?

- **Animals, like humans, are sensitive to UV radiation.**
- **Prolonged, unprotected** exposure to the sun can **cause damages** (sunburn, erythema, ulcers, burns, skin cancer).
- Animals with **light-colored coats or depigmentation, no hair, or photo-aggravated** dermatitis are **more sensitive** and are therefore **at risk**



It is crucial to protect them using a sunscreen



Our high-protecting & moisturizing sunscreen

NEED :

- **Protect** against the UV rays
- **Prevent** sun related skin diseases
- **Hydrate**

SunFREE SPF 30+



Ears



Nose



Belly, hairless areas

Ideal for :

- Apply every 2 hours before sun exposure and **remove it** after exposure with a wipes or rinse-free cleansing solution like **Essential Mousse**[®]

Our high-protecting & moisturizing sunscreen



Animals with light-colored coats



Hairless or sparse-haired breeds



Depigmented areas

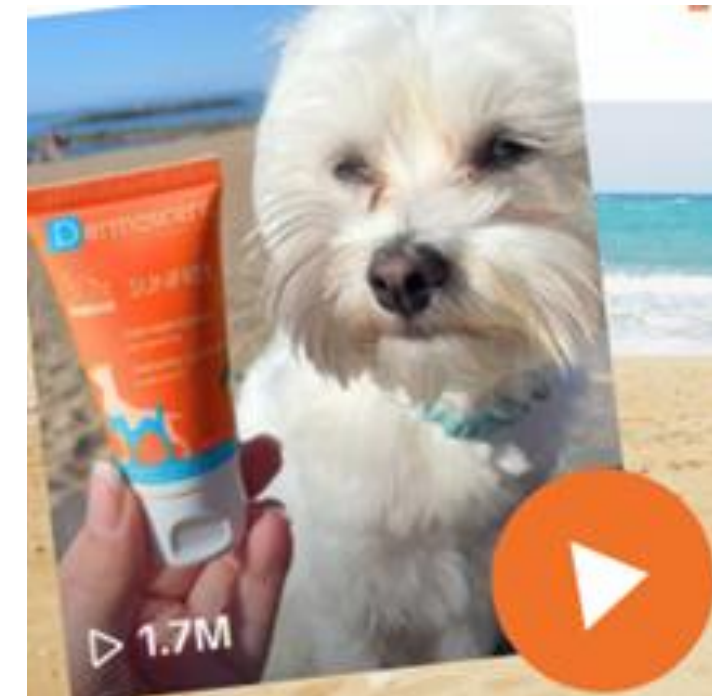


Recently shaved animals



Photo-aggravated diseases

Success story !



Our repairing & protective balm

NEED :

- **Protect**
- **Nourish**
- **Repair**

Dermoscent BIO BALM[®]



Indicated for



Dry noses



Dry pads



**Pressure point
calluses**

- **Once to several times a day**

Our repairing & protective balm

Before/after pictures



J0



J3



J0



J90

Our repairing serum-gel

NEED :

- Support skin healing
- Nourish
- Repair the skin
- Purify

Cicafolia[®]



Recommended for



Superficial injuries



Post-surgery



First-degree burns

- Once to several times a day until the skin surface is completely restored
- Discourages the animal from licking

Stress and behavioral issues



Signs of stress in animals

Excessive licking

Excessive itching

Untidiness

Hair loss

Tremors,
running away

Vocalizes

Our soothing collar

NEED :

- **Relax animal during stressful situations**
- **Alleviate the animal abnormal stress-related behavioral issues**

Aromacalm[®]



Occasional stressful situations



Environment changes



- Aromatherapy with lavender essential oils
- Quick-release safety system for cats
- **Renew the collar every 4 weeks**

Our well-being spot-on

NEED :

- Help improve age-related behavioral disorders

SENIOR Spot[®]



Nighttime vocalization



Isolation



Lack of tonus

- 1 pipette per week

Improving mobility



Our dry massage oil

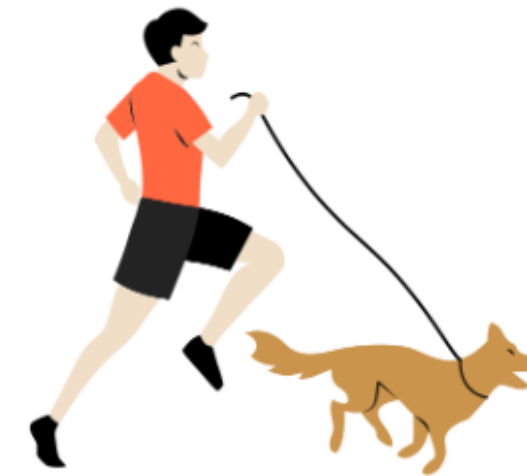
NEED :

- **Support & improve** muscle and joint comfort
- **Relieve** from pain due to osteoarthritis

Dermoscent[®] Massage Oil



Osteoarthritis



Regular exercise
(hunting, mushing, hiking...)



Mobility issues
(post-op rehab...)

- **Dry oil = dry-touch texture**
- **Reinforces the animal & his pet parent bond**



Watch the video to learn
how to massage a pet !



Practical cases



1. A pet parent arrives at the clinic. Her dog smells bad and has dandruff, so she is looking for a product to improve both of these issues.

What questions do you ask to choose which product to recommend?



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What questions do you ask to choose which product to recommend?

Sample questions:

- Is your pet scratching?
- Have you noticed any signs of redness?
- Has your pet ever had this type of problem before?



“Yes” go into further questions and ask about antiparasitic treatment



“No” to all questions





2. A pet parent arrives at the clinic with his cat. The animal scratches its ears frequently, there is a bad smell coming from the ears, and abnormal discharge has been observed.

What do you do?



2. A pet parent arrives at the clinic with his cat. The animal scratches its ears frequently, there is a bad smell coming from the ears, and abnormal discharge has been observed.

What do you do?

Answer: Suggest an appointment, explain that the animal may be suffering from an ear infection. If an appointment cannot be made within 2-3 days, you can recommend the following cleanser:





3. A pet parent has a sphynx. Excessive earwax production is noticed. He would like to clean the ears.

What questions do you ask in order to recommend the right product?



3. A pet parent has a sphynx. Excessive earwax production is noticed. He would like to clean the ears.

What questions do you ask in order to recommend the right product?

Sample questions:

- Is your pet scratching? Shaking the head?
- Have you noticed any redness around the ears?
- When you touch the ears, does your pet seem to be in pain?

“Yes” to at least one question



+ Vet appointment

“No” to all questions



Physiological cleanser for healthy ears

Sphynx = known for secreting a lot of earwax



4. A 9-year-old golden retriever arrives at the clinic with its pet parent. You notice that the animal has difficulty moving, and the owner has come because he has noticed behavioral problems, especially at night (e.g., vocalizations), and would like to know if there is a product available to help his dog.

What products do you recommend to meet the demand and relieve the animal?



4. A 9-year-old golden retriever arrives at the clinic with its pet parent. You notice that the animal has difficulty moving, and the owner has come because he has noticed behavioral problems, especially at night (e.g., vocalizations), and would like to know if there is a product available to help his dog.

What products do you recommend to meet the demand and relieve the animal?





5. A pet parent arrives at the clinic. She already has a cat and is about to adopt a new one. She is concerned that her cat will not cope well with the situation and wants to know what she can do.

What advices could you give to the pet parent ?



5. A pet parent arrives at the clinic. She already has a cat and is about to adopt a new one. She is concerned that her cat will not cope well with the situation and wants to know what she can do.

What advices could you give to the pet parent ?

Sample tips:

- Arrange for the two cats to meet in a neutral environment, preferably outdoor.
- Give it time
- Before adoption, use Aromacalm® a soothing collar containing lavender oil to calm the animal





6. During a consultation, a long-haired dog had to be shaved because of tangled hair.

What product could you recommend to maintain a shiny coat and avoid knots in the future?



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7. A dog arrives at the clinic because he has a little injury.

What product could you recommend to help healed the wound ?



7. A dog arrives at the clinic because he has a little injury.

What product could you recommend to help healed the wound ?



Always disinfect before applying Cicafolia®.



8. A pet parent arrives at the clinic. He noticed that his dog's nose is very dry. He would like to know if a product exist for hydrating the nose.

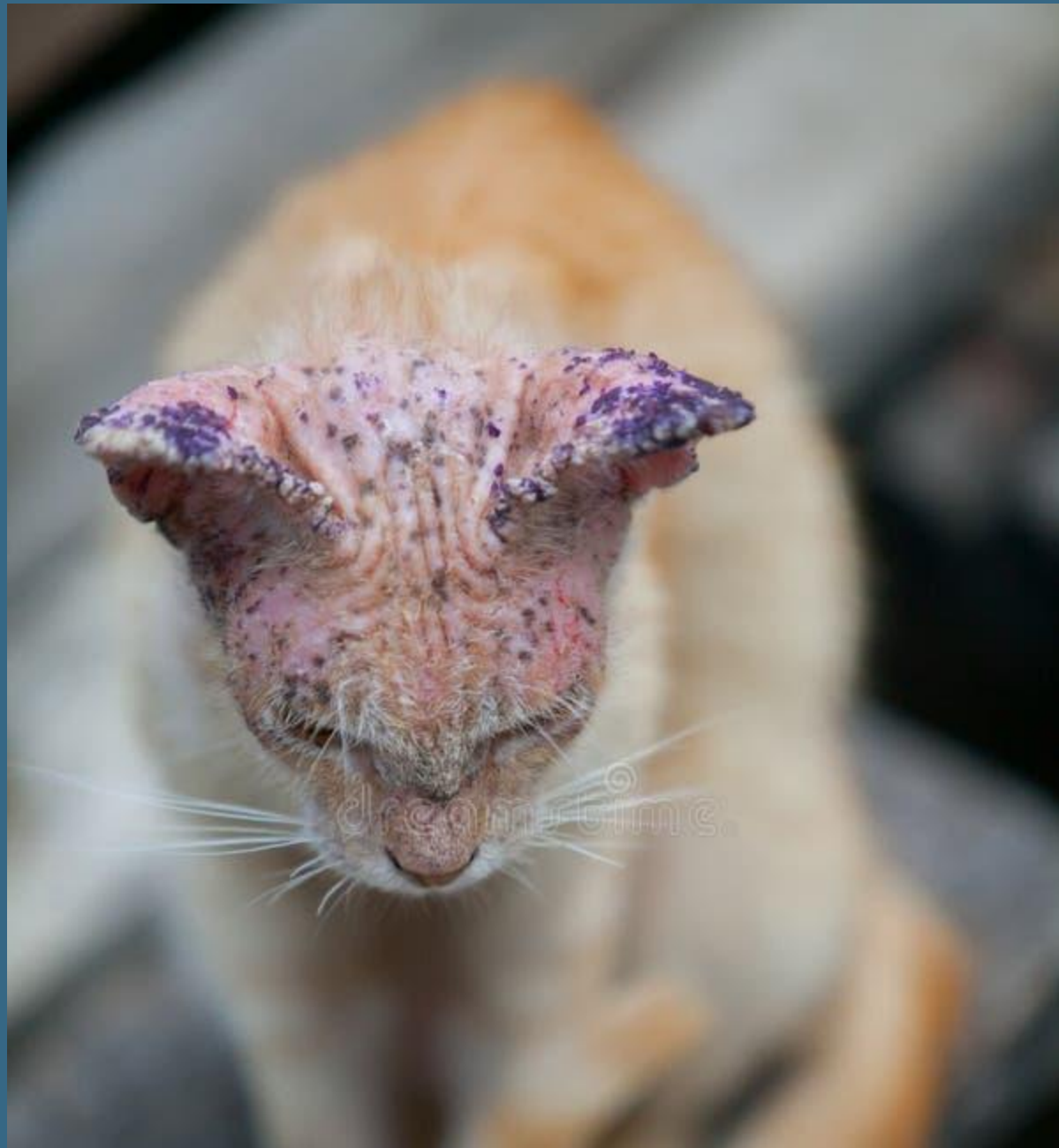
What product could you recommend to meet his expectation?



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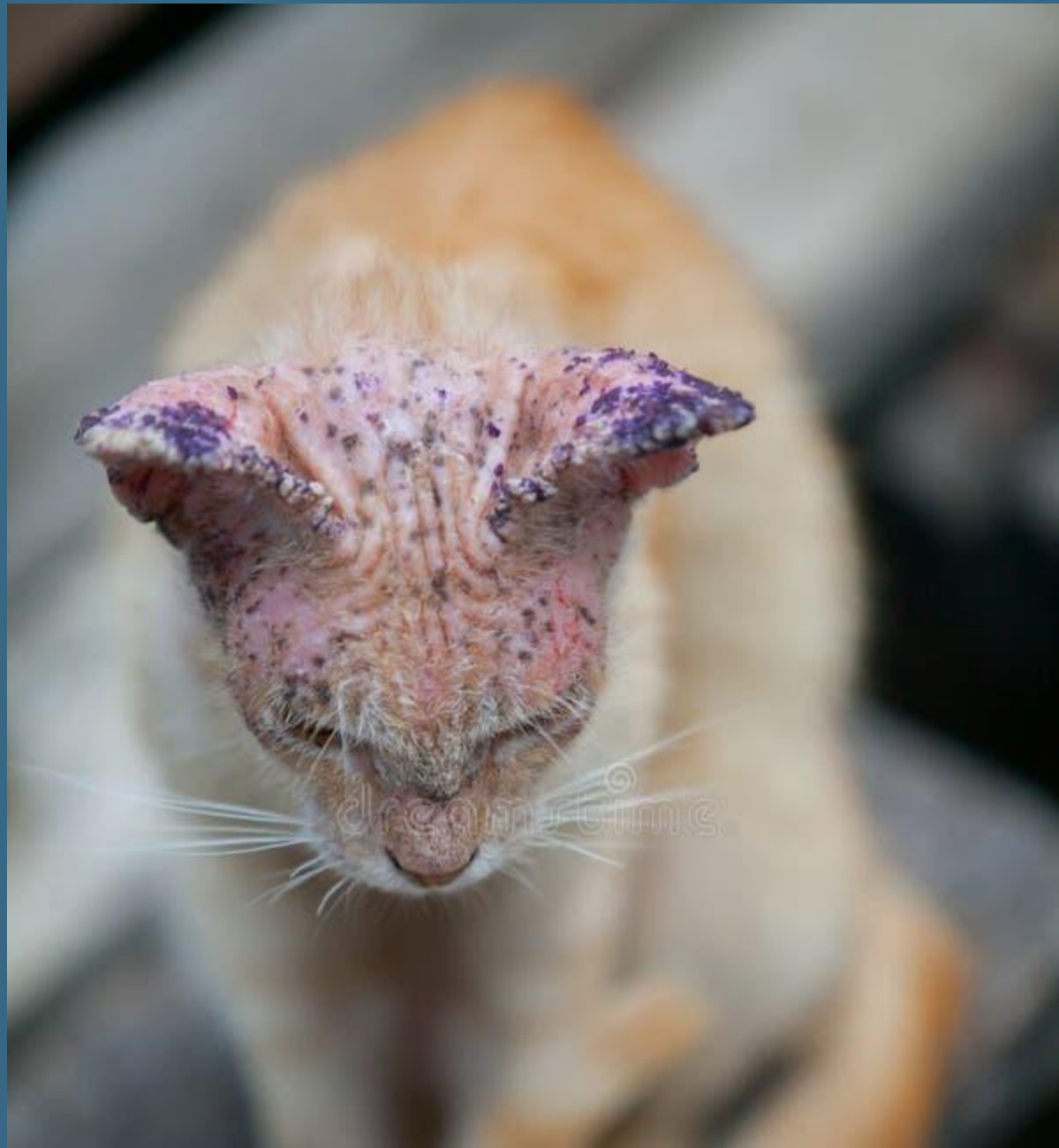
What product could you recommend to meet his expectation?





9. A white-colored cat arrives for a consultation. The cat is diagnosed with a photo-aggravated disease in the ears.

What product can be recommended to prevent further sun exposure's issue ?



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What product can be recommended to prevent further sun exposure's issue ?





10. A pet parent arrives at the clinic because she recently adopted a 3-month-old puppy and would like to clean the animal because he suffered from diarrhea.

What products could you recommend to help the pet parent?



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Rinsing solution

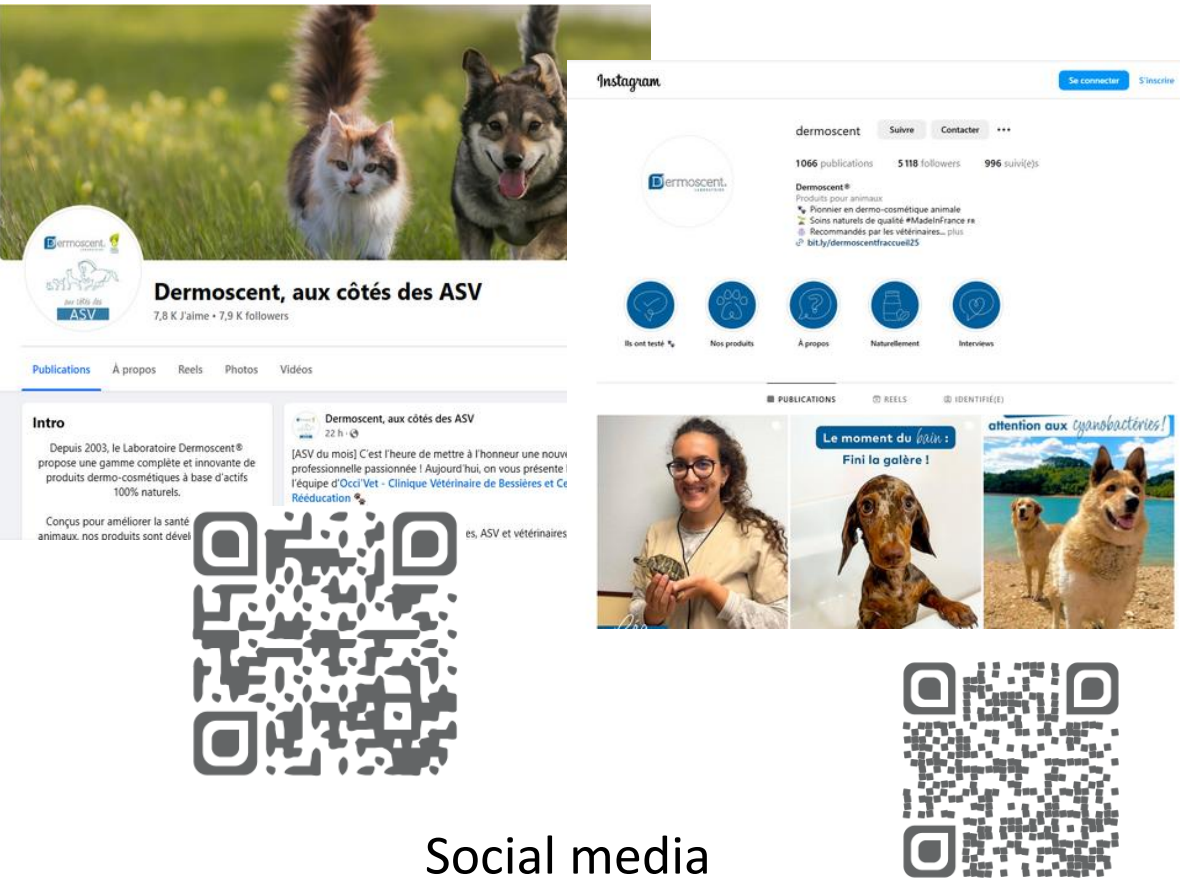


Rinsing-free solution

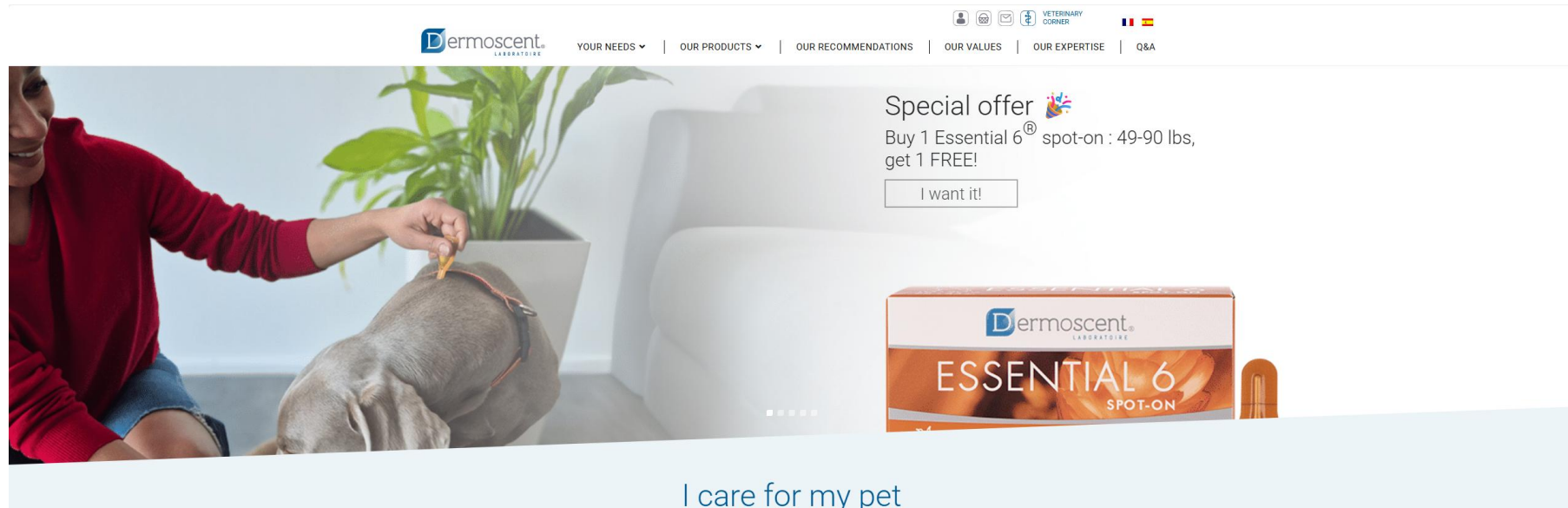
Many tools are available !



Multiple videos



Social media



Website



Leaflet, brochure...