

PHYSIO Soft[®]

EXTRA-GENTLE NATURAL SHAMPOO BAR FOR DOGS AND CATS





PHYSIO Soft®



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SITUATION

In dermatology, hygiene is essential !



- The mechanic action cleanses the skin, removes squamous, debris and crusts and deodorizes.
- Because the skin is a very accessible organ, she can directly benefit from the active ingredients contained in hygiene solutions.
- Hygiene products today exist in various formats : liquid shampoos, solid shampoo bars, dry shampoos, wipes, rinsing-free foams...
- The veterinarian market offers a wide choice of hygiene solutions but **shampoo bars are very rare**.
- **Nevertheless, solid shampoo bars are very eco-friendly & cost-effective, matching with a lot of current pet owners' expectations.**





Extra-gentle **natural** shampoo bar for cats and dogs



More **eco-friendly**:

- less water
- less plastic



Physiological natural solid shampoo for dogs and cats :



- ✓ **Gently cleanses** with its soap-free cleansing base
- ✓ **Deodorizes**
- ✓ Enhances **coat shine**
- ✓ Helps **maintain hydration** and support **the skin barrier**



- Natural formula (>95% natural active ingredients)
- Ideal for fragile skin of puppies & kittens and for frequent use
- Soap-free, sulfate-free, fragrance-free, no artificial colors, no preservatives
- More eco-friendly & more economical



Cleansing active ingredients

Soap-free, sulfate-free cleansing base
(a combination of several surfactants:
sodium cocoyl isethionate, decyl glucoside,
and disodium lauryl sulfosuccinate)

Moisturizing & skin barrier repairing active ingredients

Camelina and safflower oils, rich in EFA
Glycerin



Deodorizing active ingredient

Niaouli essential oil



ACTION MECHANISM

| Effects | Active ingredients | Action mode/ properties |
|-------------------------|--|--|
| Gentle-cleansing | Soap-free, sulfate-free cleansing base | <ul style="list-style-type: none"> • Sodium cocoyl isethionate (SCI) is a gentle, sulfate-free anionic surfactant. It is derived from the fatty acids of coconut oil and isethionic acid. It has excellent foaming properties [1] and is used to formulate well-tolerated cleansing products [2]. • Decyl glucoside is a nonionic surfactant widely used in natural products. Gentle on the skin, it is made from sugar and coconut and is suitable for even the most sensitive skin [3]. • Disodium lauryl sulfosuccinate is a gentle, sulfate-free anionic surfactant. It improves the quality of the foam produced by enhancing one or more of the following properties: volume, texture, and/or stability [4]. |
| Deodorizing | Niaouli essential oil | <ul style="list-style-type: none"> • Niaouli essential oil is obtained by distilling the leaves of <i>Melaleuca quinquenervia</i>. The main active components are 1,8-cineole, lipoene, α-pinene, viridiflorol, and nerolidol [5]. • Nerolidol is a sesquiterpene that imparts a pleasant, long-lasting, and slightly floral scent [5]. |

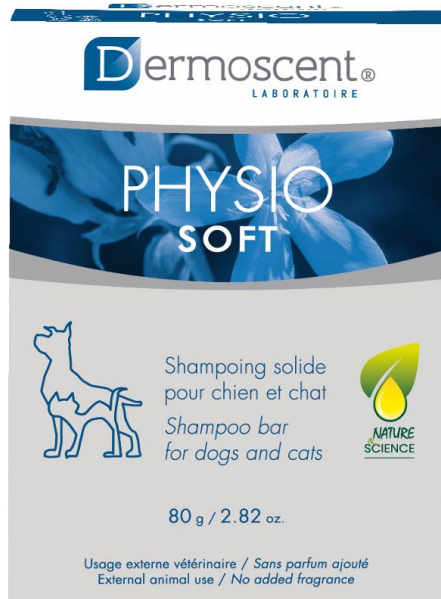


ACTION MECHANISM

| Effects | Active ingredients | Action mode/ properties |
|--|--------------------|--|
| <p>Moisturizing, helps repair the skin barrier, helps maintain skin hydration</p> | Camelina oil | <ul style="list-style-type: none"> • Vegetable oils are known for their emollient properties and for strengthening the skin barrier through the absorption of fatty acids, which help soften, nourish, and moisturize the skin. [6] • Camelina oil is rich in omega-3 essential fatty acids (EFAs), while safflower oil is rich in omega-6 EFAs. • These fatty acids are essential because the body cannot produce them on its own. They play a key role in cellular metabolism and in the structure of cell membranes. They also serve as precursors to other fatty acids and mediators involved in the regulation of inflammation.[7], [8] |
| | Safflower oil | |
| | Glycerin | <ul style="list-style-type: none"> • Glycerin penetrates the stratum corneum (the outermost layer of the skin) and is transported into the epidermis by a membrane protein called aquaporin-3. It helps hydrate the skin and also prevents dehydration. Glycerin is composed of several hydroxyl groups that bind to water and retain it (hygroscopic effect). These glycerin molecules thus form a reservoir of moisture [9]. |



WHEN TO USE IT ?

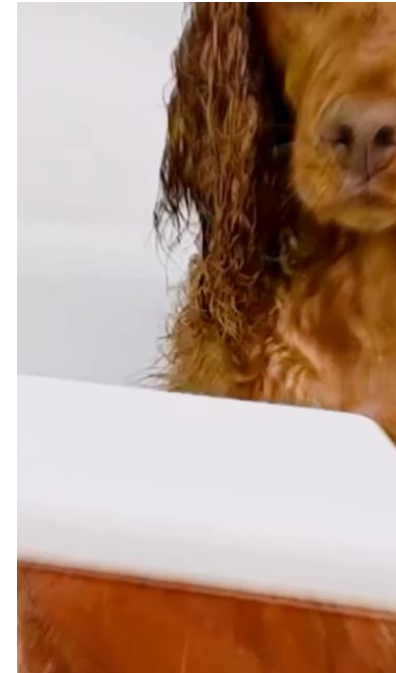


- For skin & coat **regular use**.
- To **gently cleanse** the skin.
- For **puppies & kittens** over 3 months old.



HOW TO USE IT ?

- ❖ **Wet** the animal with a mild temperature (37°C)
- ❖ **Apply the solid shampoo directly to the entire coat**, then massage to thoroughly cleanse the skin and coat
- ❖ **Let it sit** for a few minutes (between 2 to 5 minutes)
- ❖ **Rinse thoroughly**
- ❖ Dry & brush the animal
- ❖ **Can be used as often as needed**



HOW TO USE IT ?

Does a solid shampoo have a **powerful foaming** capacity ?



EFFICACY TEST



EFFICACY TEST



BEFORE



AFTER



EFFICACY TEST



BEFORE



AFTER

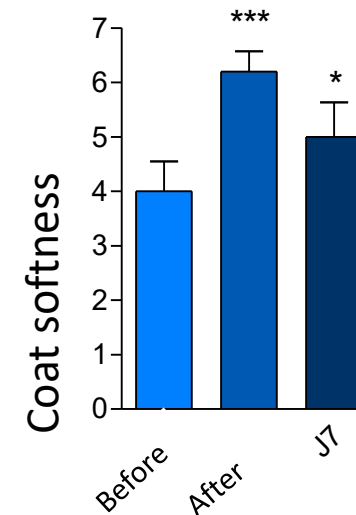
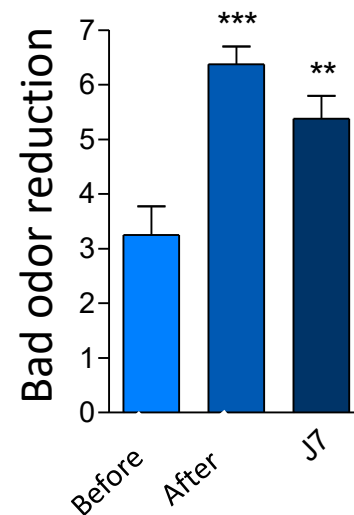
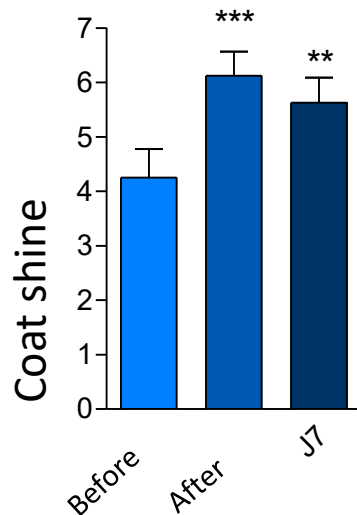
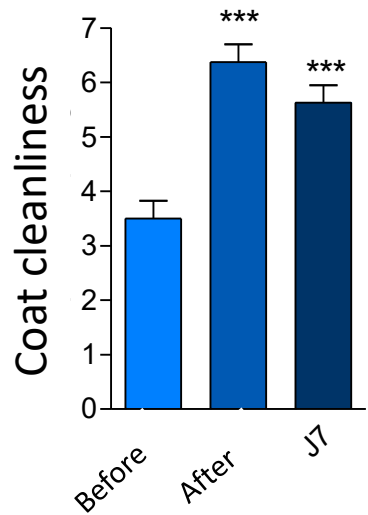


EFFICACY TEST

Open study

- 6 dogs & 2 cats
- 1 shampoo with PHYSIO soft[®]
- Assessment using a rating scale ranging from 1 to 7

4 dogs & 1 cat
(exclusion of animals with a score of 6 or higher)



Repeated-measures ANOVA test. * $P < 0,05$, ** $P < 0,01$, *** $P < 0,001$



STRENGTHS



- **Natural** shampoo bar
- **High tolerance cleansing base**
- **Sulfate-free, soap-free, no preservatives, fragrance-free**
- **More economical & eco-friendly** : less water, zero plastic
- **Easy to carry**, especially when travelling



FAQ

❖ What is the difference between a cleansing base with and without soap ?

Soap = a saponification reaction between a fatty substance (such as olive oil) and an alkaline base (sodium hydroxide). Since the saponification reaction is reversible, in the presence of water, some of the sodium hydroxide is released, resulting in an alkaline pH, typically between 9 and 10.5 [10]. Soaps can have several drawbacks [10]:

- Drying effect on the skin
- Accumulation of residues on the skin that can lead to clogged pores and discomfort
- Imbalance of the skin microbiome
- Being too harsh on the skin and exacerbating irritation

A soap-free cleansing base is composed of surfactants and can be adjusted to the skin's natural pH level.

In **PHYSIO Soft**[®], we use mild, naturally derived surfactants:

- **2 sulfate-free anionic surfactants:** sodium cocoyl isethionate and disodium lauryl sulfosuccinate
- **1 nonionic surfactant:** decyl glucoside.

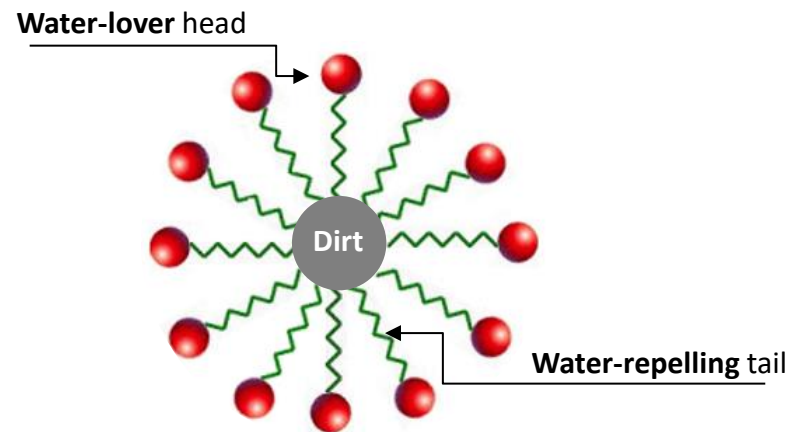


FAQ



❖ What is a surfactant ?

- Surfactants are molecules capable of forming micelles that trap dirt.



Surfactant micelle



PRICE ET PRODUCT CODES

PHYSIO Soft® for dogs and cats – 80g



- Suggested public price : same price as EFA Physio Shampoo
- NEXTMUNE **PHYSIO Soft® 80g** product code : 42508
NEXTMUNE **PHYSIO Soft® 25g** product code : 42509
- Barcode: 37600981108827
- Available



COMMUNICATION & PROMOTION

Veterinarians tools

Visualizer



Vademecum

Solutions TOPIQUES à base d'AGE issus d'huile de graines de chanvre + d'autres actifs naturels

Désordres kérato-séborrhéiques (pelticules, mauvaises odeurs, pelage gras, sec ou terni, chute de poils...)

| | | | |
|---|---|--|--|
| Gamme Essentiel Aide à : • maintenir l'équilibre de la peau et du pelage • hydrater & réparer la barrière cutanée | Essentiel 6[®] spot-on 1 ^{er} spot-on riche en AGE (Oméga 3 & 6) d'origine végétale pour aider à protéger la barrière cutanée et maintenir l'équilibre cutané | • Energie d'huiles essentielles (HE) • Vitamine E | 1 pipette par semaine pendant 2 mois, puis 1 pipette toutes les 2 semaines |
| Essentiel 6[®] Sabo Shampoo Shampooing sébo-régulateur | Essentiel 6[®] Mousse[®] Mousse nettoyante sans rinçage | • Energie d'huiles essentielles • Liponutriments de pomme verte | 1 à plusieurs fois par semaine Aussi souvent que nécessaire |
| Hyperkératose nasale & podale Colis d'appui (non infectés) Soins des coussinets | Dermoscent BIO BALM[®] Baume pour aider à réparer et protéger la peau | • Huile végétale de soja • HE de capot | 1 à plusieurs fois par jour Ne pas oublier de brossage |
| Hygiène de la peau | ESB Physio Shampoo Shampooing anti-protecteur physiologique | • Liponutriments de pomme verte, saponine • HE de ricin, extrait de lichen • Extrait de graine de courge | 1 à plusieurs fois par semaine Usage fréquent Bains des shampooings traitants Peau fragile des chiots et chats |
| Hygiène auriculaire (oreilles soignées) | Essentiel Oti[®] Nettoyant auriculaire physiologique | • Liponutriments de pomme verte, saponine • HE de ricin, extrait de lichen • Extrait de graine de courge | 1 à 2 fois par semaine selon le degré de saleté du conduit auditif |
| Peaux abîmées | Cicatelle[®] Favorise la réparation naturelle de la peau | • Silice rouge d'Amazonie, peptides • D'ynamal • HE de capot, extrait de feuille de neem | 1 à plusieurs fois par jour aussi longtemps que nécessaire |
| Protection solaire | SunFREE Protecteur solaire (SPF 30+) hydratant | • Dioxyde de titane, oxyde d'zinc • Cies végétales de cannelle | Appliquer avant l'exposition (comme à toute période ou déprimées, autour 8 mois, 3 mois, 6 mois, 9 mois, 12 mois...) Réappliquer en cas d'exposition prolongée ou après baignade Nettoyer la zone après l'exposition |
| Stress et désordres cutanés associés | Aromacalm[®] Collier 2 en 1 : aide à apaiser l'animal et sa peau | • HE d'aromatisé et de lavandin | Collier à renouveler tous les mois |
| Confort des voies urinaires | Uti-Zen[®] Aliment complémentaire appétent pour soutenir le confort des voies urinaires | • Poudre de caroube obtenue à partir de boîtes entières | 1 prise par jour aussi longtemps que nécessaire |
| Chute de poils Grilles et pelage fragilisés | Keravita[®] Aliment complémentaire appétent pour la protection et la qualité des plumes | • Extrait de bambou, de blé et de millet • Vitamines B3, B5, B6, B8 et E • Zinc | 1 prise par jour aussi longtemps que nécessaire |

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Disc & sample



+ sample (25gr) available



COMMUNICATION & PROMOTION

Pet owners tools

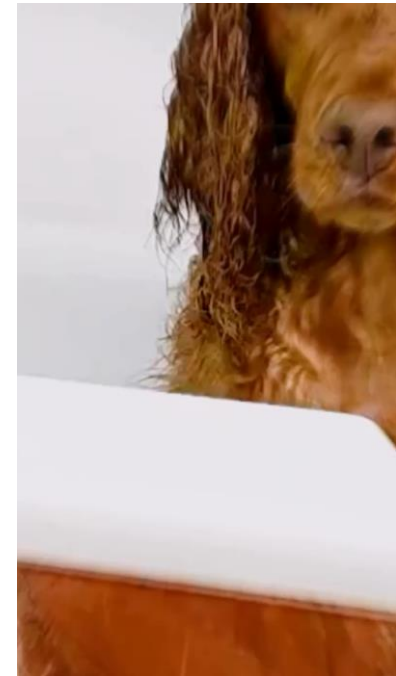
Brochure & Leaflet



Newsletter



Vidéo



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[3] [DECYL GLUCOSIDE \(Décyl glucoside\) - Ingrédient INCI Beauty](#)

[4] [DISODIUM LAURYL SULFOSUCCINATE \(Laurylsulfosuccinate disodique\) - Ingrédient INCI Beauty](#)

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