

Do you blush
too easily?



Training session : ATOP 7[®] products positioning



Do you blush
too easily?

Allergic skin

Pruritus

Atopic skin

Skin dryness

?

ATOP 7[®] line

To help manage pruritic,
allergic, atopic skin



SOOTHING

Definition (ICADA)

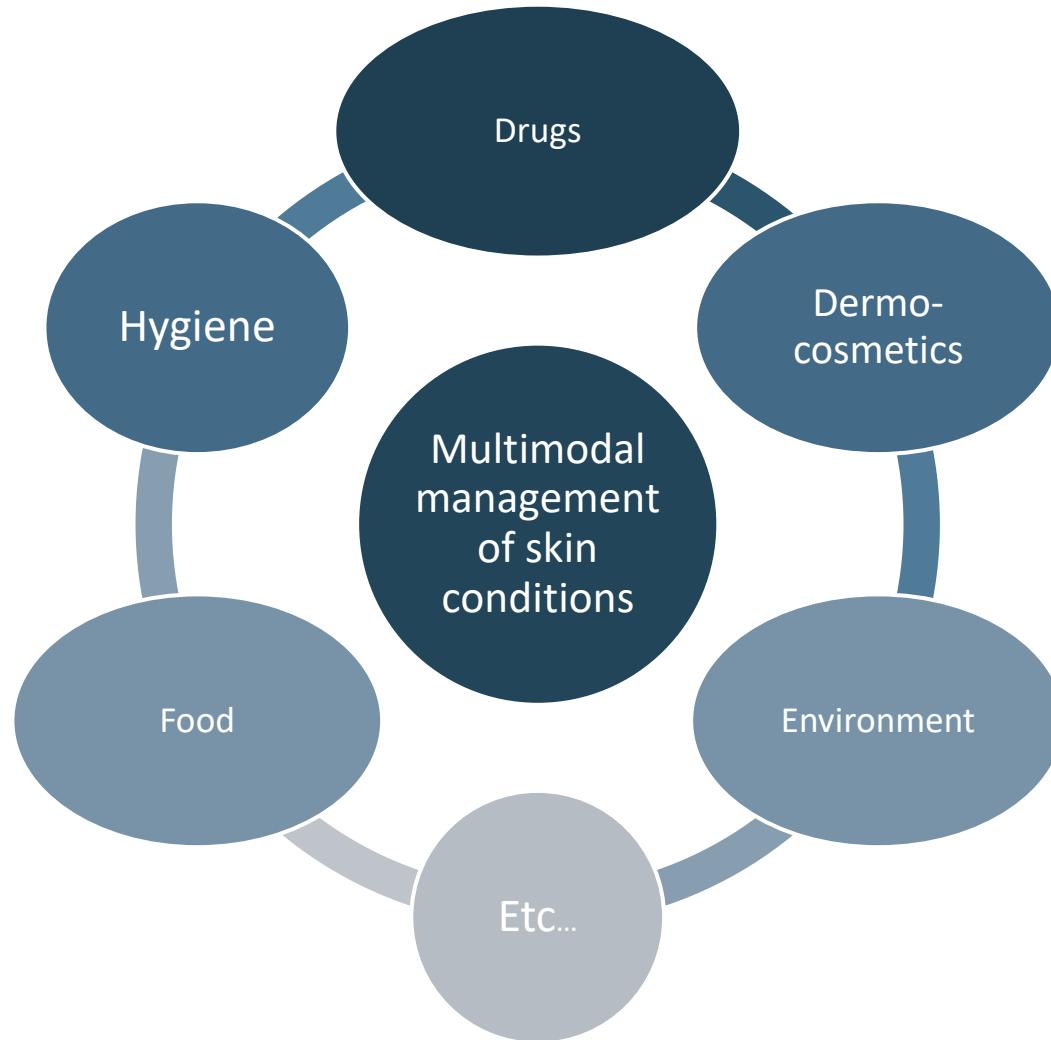
Canine Atopic Dermatitis (CAD) has been defined as a **genetically predisposed inflammatory and pruritic allergic skin disease with characteristic clinical features**. It is associated most commonly with IgE antibodies to environmental allergens.

Pathogenesis

“The pathogenesis of CAD is incompletely understood, but is believed to involve complex interactions between genetic and environmental factors that lead to **epidermal barrier dysfunction, immune dysregulation, and dysbiosis** of the cutaneous microbiome.”

Outerbridge CA, *et al.* Adv Small Anim Care. 2021;2:101-115.

CAD requires a multimodal approach



To help manage pruritic, allergic, atopic skin

ATOP 7® Mousse

Rinse-free soothing and cleansing foam

ATOP 7® Spray

Steroid-free submicronic soothing emulsion

ATOP 7® Shampoo

Soothing cream-shampoo

ATOP 7® Hydra Cream

Moisturizing fluid cream



ATOP 7® spot-on

Soothing & skin barrier repairing spot-on

ATOP 7® Hydra Spray / MAX hydra

Protective hydrating mist

ATOP 7[®] line

To help manage pruritic, allergic, atopic skin

How to differentiate ?



SOS skincare to help soothe pruritus



ATOP 7[®] Spray

Soothing emulsion



ATOP 7[®] Spray

Soothing emulsion



INDICATION

**Localized areas (belly, paws...)
Itchy or irritated skin**

Helps:

- Soothe pruritus
- Reduce skin inflammation
- Hydrate and reinforce the cutaneous barrier



Steroid-free
Submicronic emulsion, "2nd skin" effect

Shake before use.

*Spray directly on the skin, **once or more times a day, as needed.***

For animals reluctant to sprays, apply the product with the help of a cotton pad or gauze.

- **Severe cases: as an adjunctive care along with usual medications**
- **Moderate cases: as a unique treatment**



75ml



100% NATURAL ACTIVE INGREDIENTS

- Caper flower bud extract
- Poria cocos
- Bisabolol & oryzanol
- Reed extract
- PCA
- Essential oil of cajeput
- neem seed oils: rich in EFA
- Urea

ATOP 7[®] Hydra Cream

Fluid moisturizing cream



**Natural skincare
to bring comfort and help
reduce lichenification**



ATOP 7[®] Hydra Cream

Fluid moisturizing cream



INDICATION

Hairless areas

Dry to very dry skin (xerosis)

Lichenification

Allergy-prone skin

Helps:

- Nourish and restore the suppleness of the skin
- Relieve distressed skin
- Acidify the pH to strengthen the skin's defenses
- Promote hydration and reinforce the skin barrier



A fluid texture designed to rapidly penetrate areas of alopecia and lichenification

Bitter taste.

Once to twice a day



50 ml

100% NATURAL ACTIVE INGREDIENTS

- Hemp seed oil, rich in EFA
- Squalan of vegetable origin
- Sodium PCA
- Glycerin from vegetable origin
- Allantoin
- Red microalgae extract
- Essential oil of orange

ATOP 7[®] MAX hydra

Moisturizing mist



**Natural skincare
to hydrate the skin and help
prevent dysbiosis**



ATOP 7[®] MAX Hydra

Moisturizing mist



INDICATION

Whole body, even the furry one

Dry to very dry skin (xerosis)

Allergy-prone skin

Skin dehydrated by treatments or environment

Helps:

- ✓ Intensely moisturize the skin
- ✓ Stimulate the skin's natural defenses thanks to a pre & probiotic complex that promotes the development of the skin's beneficial flora to the detriment of undesirable germs
- ✓ Protect and support the skin barrier



- Unique 2-in-1 natural solution: hydrates & balances
- Mist texture provides an easy and homogeneous hand-free application on large skin surface
- Non sticky texture

*Spray against the direction of hair growth until the skin is wet. **Natural bitter taste.***

Once to twice a day



PRE+PROBIOTIC
COMPLEX



200 ml



100% NATURAL ACTIVE INGREDIENTS

- Natto gum
- Vegetable glycerin
- Pre & probiotic complex
- Red microalgae extract
- Hemp seed oil, rich in EFA

ATOP 7[®] skincare solutions

Summarize



Hairless areas
Dry to very dry skins,
allergy prone-skins
lichenifications



The whole body
Dry skins, dehydrated
skins, after a
chlorhexidine shampoo

Localized areas (with or without hair)
Itching, irritations, skin inflammation
Helps soothe pruritus