

Complete dietetic dry pet food for puppies and adult dogs for the support of skin function in the case of dermatosis and excessive loss of hair.

RECOMMENDED FOR & NOT RECOMMENDED FOR

- ✓ Inflammatory or allergic dermatoses
- ✓ Flea bite allergy
- ✓ Adverse reactions to food
- ✓ Otitis externa
- ✓ Skin construction and maintenance
- ✓ Inflammatory bowel disease (IBD)
- ✗ Conditions associated with a hypercatabolic state (advanced heart failure, CRI IRIS stages 3 and 4).



3 kg and 12 kg

KEY BENEFITS



Skin support

Increased¹ levels of specific nutrients to help support skin health



Low antigen

Selected and limited number of protein sources to help minimise adverse food reactions



Omega-3 fatty acids

Increased² levels of omega-3 fatty acids, beneficial for skin health

ADDITIONAL BENEFITS & CHARACTERISTICS

Helps support wound healing and immune function

High levels of arginine

Essential building blocks of collagen (principal component of the dermis)

Rich in proline, glycine, lysine and arginine

Helps support the cutaneous barrier function and helps prevent transepidermal water loss

High levels of omega-6 fatty acids

Contains novel protein sources

Rapeseed meal, pea protein and herring

Helps reduce eicosanoids associated with inflammation

High levels of EPA+DHA, switching the production of pro-inflammatory mediators towards non-inflammatory prostaglandins and leukotrienes

1. versus FEDIAF nutrition guidelines.

2. versus National Research Council nutrition guidelines.

COMPOSITION

Corn starch, rapeseed meal[#], pea protein[#], dried herring protein[#], pork fat, digest[#], fish oil, minerals, rapeseed oil. [#] Protein sources.

KEY NUTRIENT VALUES*

Moisture	7.5%	Zinc	115 mg/kg
Protein	30.0%	Vitamin A	26015 IU/kg
- Lysine	2.11%	Vitamin E	300 IU/kg
- Methionine	0.58%		
- Cysteine	0.41%		
Fat	18.0%	B-vitamins	
- Omega-6 fatty acids	2.5%	- Riboflavin B2	14.1 mg/kg
- Linoleic acid	2.3%	- Niacin B3	150.3 mg/kg
- Omega-3 fatty acids	1.4%	- Pantothenic acid B5	47.3 mg/kg
- EPA (eicosapentaenoic acid)	0.6%	- Pyridoxin B6	16.8 mg/kg
- DHA (docosahexaenoic acid)	0.5%	- Biotin B8	0.1 mg/kg
Carbohydrate	35.0%	- Folic acid B9	5.0 mg/kg
Crude fibre	2.5%	- Cobalamin B12	265.9 µg/kg
Crude ash	7.0%	Metabolisable energy (ME) [†]	400 kcal/100g

* Typical analysis in the final product as fed. [†] Calculated following NRC 2006 equations.

FEEDING GUIDELINES

Depending on the individual condition, a gradual introduction to the new diet over a few days is usually recommended. The recommended period of use is initially up to 2 months, but the diet is appropriate for long term use where required. Canine DRM Dermatitis™ provides complete and balanced nutrition for growth of puppies and maintenance of adult dogs.

PUPPY GROWTH – AGE IN MONTHS

Adult weight (kg)	1.5 – 3	4 – 5	6 – 8	9 – 11	12 +
	Daily feeding quantity (g/day)				
2.5	55	85	85	75	70
5	80	130	135	125	110
10	105	195	210	185	180
15	130	255	275	245	230
25	150	330	420	380	330
35	185	385	445	515	420
45	200	405	455	535	460
70	280	530	645	775	645

ADULT

Body weight (kg)	Daily feeding quantity (g/day)
2.5	65
5	100
10	165
15	215
25	300
35	375
45	445
70	600

For dogs over 70kg: for each additional 5kg of body weight, feed an additional 30g of dry pet food. Fresh clean drinking water should always be available.

Allergic skin disease includes flea allergic dermatitis, atopic dermatitis, cutaneous adverse food reactions and contact allergies. It is thought to affect 10–30% of dogs¹ and is the third most common canine health condition². Diet is crucial in providing nutrients to maintain epidermal integrity and optimise skin healing³.

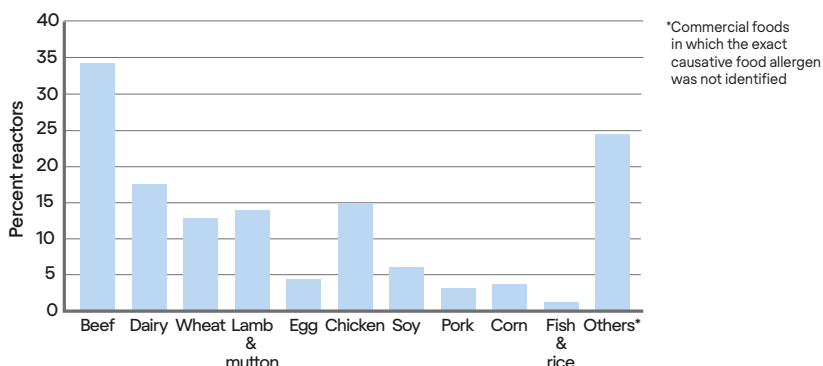
95% of each hair in a dog's coat is

composed of protein³, and other micronutrients also have key roles in supporting the skin⁴.

FOOD ALLERGY

Food allergy (food hypersensitivity) is reported to contribute to up to 23% of non-seasonal allergic dermatoses⁵.

MOST FREQUENTLY IDENTIFIED ALLERGENS SUSPECTED OF CAUSING CANINE ADVERSE FOOD REACTIONS



References:

- Verlinden A, et al. (2006) Food allergy in dogs and cats: a review. *Crit Rev Food Sci Nutr*. 46(3):259-73.

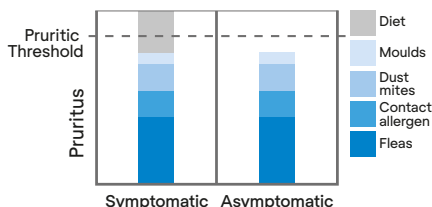
Atopic dermatitis is a genetically predisposed cutaneous hypersensitivity to environmental allergens, such as pollens, moulds and house dust mites. Up to 30% of atopic dogs are also food allergic, and up to 80% are also flea allergic.

Flea allergic dermatitis is the single most common cutaneous hypersensitivity disorder in dogs, but multiple allergies (fleas, atopy, food) are common.

The multiple allergies seen in many dogs with allergic skin disease appear to have an “additive effect” with cutaneous signs being manifested once a “threshold” has been reached. This means that managing one allergy (e.g. the food allergy) may

reduce the “allergic threshold” such that signs of other concomitant allergies may no longer be manifested.

A PRURITIC DOG WITH CONCURRENT ATOPY AND FOOD ALLERGY MAY DROP BELOW THE PRURITIC THRESHOLD BY THE EFFECTIVE CONTROL OF ONLY ONE ALLERGEN



* CLINICAL ADVANTAGES WITH THE USE OF CANINE DRM DERMATOSIS™

PURINA® PRO PLAN® VETERINARY DIETS DRM Dermatitis™ is formulated to support canine dermatoses through:

A very **limited number of unusual protein sources** (herring, rapeseed and peas), specifically designed to minimise the risk of food reactions.



High levels of long chain omega-3 fatty acids (to maximise the natural anti-inflammatory process) and **omega-6 fatty acids** (to promote a healthy epidermal barrier).

High levels of excellent quality protein to promote skin repair and maintenance, for fibroblast formation, and for collagen synthesis.



Added micronutrients to support the epidermal barrier and immune function including proline, glycine, lysine, arginine, zinc, omega-6 fatty acids and vitamin A.

1. Marsella R, et al. (2017) Atopic Dermatitis in Animals and People: An Update and Comparative Review. *Veterinary sciences*; **4**: 37.
2. Llewellyn-Zaidi AM, et al. (2017) Large-scale survey to estimate the prevalence of disorders for 192 Kennel Club registered breeds. *Canine Genetics and Epidemiology*; **4**:8.
3. Tapp T, et al. (2002) Comparison of a commercial limited-antigen diet versus home-prepared diets in the diagnosis of canine adverse food reaction. *Vet Ther*; **3**: 244-51.
4. Davenport GM, et al. (2000) The impact of nutrition on skin and hair coat. In: current research in dermatology. Proceedings from pregress symposium, 4th world congress of veterinary dermatology, san francisco, 4-9.
5. Fascetti A and Delaney S. (2012) Applied Veterinary Clinical Nutrition.
6. Mueller RS, et al. (2016) Critically appraised topic on adverse food reactions of companion animals (2): common food allergen sources in dogs and cats. *BMC Veterinary Research Jan* **12**:12:9.