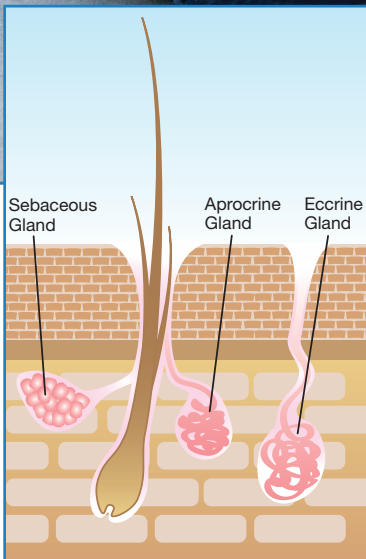
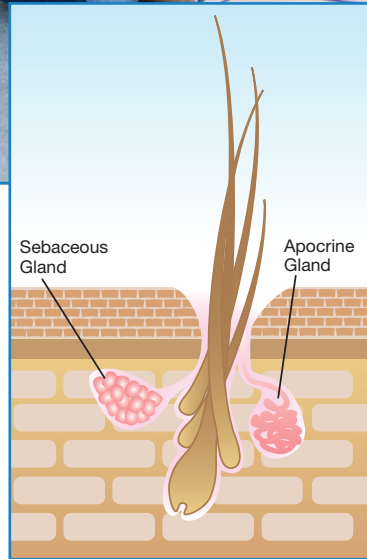


# Human Shampoo Isn't designed for your pet.



## HUMAN SKIN

Outer skin is 10-15 cells thick  
Apocrine and eccrine sweat glands  
pH 5.5 average (acidic)  
Continual hair growth  
Hair – solitary  
Epidermal turnover rate about 28 days (skin shedding)



## CANINE SKIN

Outer skin is 3-5 cells thick  
Apocrine sweat glands (eccrine sweat glands only in foot pads)  
pH 7.5 average (alkaline)  
Cyclical hair growth  
Hair – bundles  
Epidermal turnover rate about 22 days (skin shedding)

# Why are there so many topical dermatology choices?

Topical dermatology products do more than just clean your pet's skin and hair coat. Topical therapy helps to:



Your veterinarian has many different options to fit with your busy life:

## Shampoos

Frequency depends on the severity of the issue:

- \_\_\_ Acute and Severe – Every Other Day
- \_\_\_ Acute and Mild – Once or Twice Weekly
- \_\_\_ Chronic – Weekly to Every Other Week

Daily use of any of these achieves the best results:

- \_\_\_ Wipes
- \_\_\_ Mousse
- \_\_\_ Spray

Your veterinarian recommends the following for your pet:

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