

TURN ITCH TIME INTO TOGETHER TIME WITH DOUXO® CALM.



DOUXO® CALM

Feature/Function:

DOUXO® Calm is made specifically to help manage itching and inflammation associated with allergic conditions.

» Benefit:

DOUXO® Calm Shampoo and Mousse protocol is clinically proven to help control pruritus (itching) in dogs.¹ Mousse helps reduce inflammation and helps restore the skin barrier in 5 days.²

Feature/Function:

DOUXO® Calm has antibacterial and anti-inflammatory properties and contains a unique molecule, phytosphingosine.

» Benefit:

DOUXO® Calm helps restore a healthy skin barrier to defend against allergens, bacteria and yeast.

Feature/Function:

DOUXO® Calm offers a variety of application methods that are easy for pet owners to use, including: Shampoo, Mousse, Micro-emulsion Spray and Gel.

» Benefit:

77% of U.S. dog owners and 83% of U.S. cat owners admit they wouldn't be able to complete the recommended topical shampoo regimen.³ The four application methods of DOUXO® Calm simplify protocols and promote client compliance.

1. Bensignor E, Pin D, Bourdeau P (2013). A multicentric randomised controlled single blinded study to evaluate the value of a new protocol with a shampoo and a foam to treat canine allergic dermatitis. *Pratique Médicale et Chirurgicale de l'Animal de Compagnie*; 48(2):49–55.
2. Pin D, Bekrich M, Fantini O, Noel G, Vidémont E (2014). An emulsion restores the skin barrier by decreasing skin pH and inflammation in a canine experimental model. *J Comp Pathol*; 151(2-3):244-54. <http://dx.doi.org/10.1016/j.jcpa.2014.04.009>.
3. GfK Keynetec. (March 2016). *Pet Owner Market Research: Cats and dogs skin care*.

**Sound
Byte**



DOUXO® CALM HELPS MANAGE PRURITUS AND INFLAMMATION ASSOCIATED WITH ALLERGIC CONDITIONS.

Indications: Skin allergies such as atopic dermatitis, contact dermatitis and flea allergy dermatitis; uninfected hot spots, pruritus and sensitive skin.

Key ingredients:

Phytosphingosine: found naturally in the stratum corneum and some skin ceramides. Phytosphingosine applied topically can help restore the skin barrier.

Pseudofilaggrin*: glutamine-rich synthetic peptide (saccharomyces cerevisiae extract) that increases the ability of the skin to retain water.

Avenanthramides*: a highly purified fraction of oatmeal extract (avena sativa kernel extract) that is rich in antioxidants and has anti-inflammatory properties.

Hinokitiol:** has antibacterial, anti-inflammatory and anti-fungal properties.

*In DOUXO® Calm Shampoo and Mousse

**In DOUXO® Calm Micro-emulsion Spray and Gel

STIMU-TEX® AS*: a patented plant-based complex with spent grain wax, argan oil and shea butter. It's soothing and has anti-inflammatory and antihistaminic properties (as shown through *in vitro* testing).

SK Influx™ V*: combination of phytosphingosine, ceramides, cholesterol and free fatty acids to moisturize and help heal and restore the stratum corneum.

Raspberry Seed Oil:** has anti-inflammatory properties and is rich in antioxidants.

Stimu-Tex is a registered trademark of DSMIP Assets B.V.

SK-Influx is a registered trademark of Evonik Degussa GmbH LLC.

Sound Byte

CHECK-OFF &
ECHO NOTES

Check-Off (Qualify)

Identify if a Ceva Animal Health representative has been in recently:

Doctor, have you recently been introduced to DOUXO® Calm?

If **YES**, confirm and discuss benefits.

If **NO**, engage/detail the customer as the primary contact.

Confidence

I believe DOUXO® Calm will provide an important tool for managing pruritus and inflammation associated with allergic conditions in your patients.

Invitation (neutral)

Let's take a look at some basic information about DOUXO® Calm ...

It's the customer's decision

...so you can decide whether DOUXO® Calm is a solution you'll consider for your patients presenting signs of pruritus and inflammation associated with allergic conditions.