**TrizEDTA™ Technology**
Patented USP Tromethamine-Disodium Edetate (tris-EDTA)

**Feature/Function:**
TrizEDTA helps potentiate chlorhexidine and antibiotics by disrupting the bacterial cell wall by chelating metal ions, making the cell wall more porous.

» **Benefit:**
Antibacterial

**Feature/Function:**
TrizEDTA helps create an environment unfavorable for bacteria to grow.

» **Benefit:**
Alkalinizing

**Feature/Function:**
The only tris on the market that is patented. It uses USP quality ingredients to ensure high quality and efficacious products.

» **Benefit:**
Patented
TrizEDTA Technology

- Patented USP Tromethamine-Disodium Edetate (tris-EDTA)
- Action against Gram-negative bacteria
- Chelates minerals in bacterial cell walls thereby increasing their susceptibility to active ingredients in topical products
- Alkalining
- Non-ototoxic
- Topical use for dogs, cats, and horses

TrizEDTA

- Introduction of TrizEDTA into the bacteria’s environment leads to the release of lipopolysaccharides, proteins, and phospholipids from the cell wall increasing susceptibility to active ingredients.
- TrizEDTA lowers the bacterial minimum inhibitory concentration (MIC) or, how much of an active ingredient is required to inhibit an organism’s growth.


Confidence

I believe the TrizEDTA technology in Dechra’s dermatology product line is an important for managing a variety of skin issues especially where gram-negative bacteria is present.

Invitation (neutral)

Let’s take a look at some basic information about the TrizEDTA technology in Dechra’s dermatology products…

It’s the Customer’s Decision

… so you can decide whether Dechra’s patented TrizEDTA technology is a solution you’ll consider for your patients presenting signs that you feel would benefit by using a technology where a therapeutic is warranted for both skin and ear conditions.

Sound Byte

**Qualify:** Identify if a Dechra representative has been in recently:

Doctor, have you been introduced to the TrizEDTA technology in Dechra’s dermatology products.

If YES, confirm and discuss benefits

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