

Raise the bar in skin relief.

DOUXO[®]S³
CALM



Pet's skin soothing is in good hands.

Bring maximum relief with DOUXO[®] S3 CALM and its new highly convenient shampoo bar, making soothing skincare a safe and joyful bonding experience.



**MAXIMIZED
PERFORMANCE**



**MAXIMIZED
TOLERANCE**



**MAXIMIZED
CONVENIENCE**



**MAXIMIZED
DELIGHT**



Canine Atopic Dermatitis

ALL ABOUT ATOPIC DERMATITIS



What is it?

- **Chronic inflammatory skin disease in dogs**, leading to itching and skin lesions.
- **Prevalence** : 10-15% of dogs suffers from Atopic Dermatitis!¹



Causes

- **Skin barrier dysfunction** allows allergens to penetrate and trigger immune responses, which leads to dry skin.
- **Allergens** (dust mites, pollen, mold, food) enter the skin.
- **Inflammation and secondary infections** result from the immune system's reaction.



Common signs

- **Persistent itching** (scratching, licking, biting).
- **Red, inflamed skin**, thickening over time.
- **Secondary infections** (bacterial or fungal).

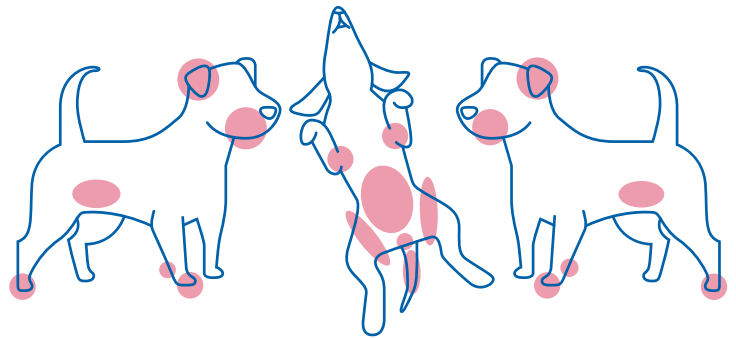
AFFECTED AREAS & BREEDS

Breeds at higher risk

West Highland White Terrier, Golden Retriever, Labrador Retriever, Bulldog, Boxer, German Shepherd.

Most affected body areas

- **Face**: Muzzle, chin, ears.
- **Body**: Armpits, abdomen, groin.
- **Paws**: Between toes.



Managing a lifelong condition between flare-ups and remission



Management

- **Continuous care is essential!**
- Topical treatments (shampoos, mousses) soothe and protect.
- Avoid triggers (allergens, irritants).
- Medications may be needed for inflammation.



When to see a vet?

- **Regular check-ups to adjust treatment.**
- If new lesions or infections appear.



Topical products are essential to protect the skin and prevent infections!

NEW DOUXO® S3 CALM Shampoo Bar:

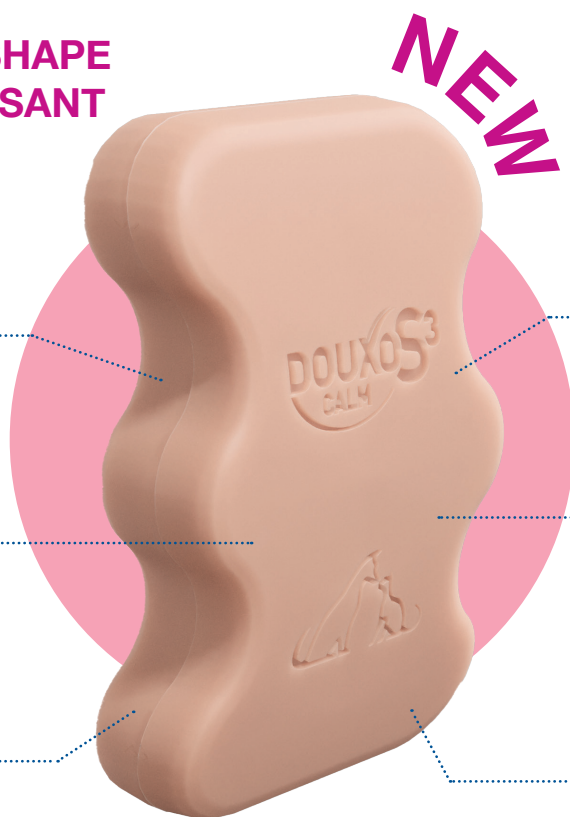
Maximum convenience and delight

AN ERGONOMIC SHAPE AND A VERY PLEASANT FORMULA

An exclusive shape, **easy to handle**, less slippery.

A **concave shape** that follows the body's contours.

A tool providing a **very pleasant** massage.



Foams quickly and abundantly.

Rinses quickly and easily.

A **hypoallergenic** summertime fragrance chosen by pet owners.



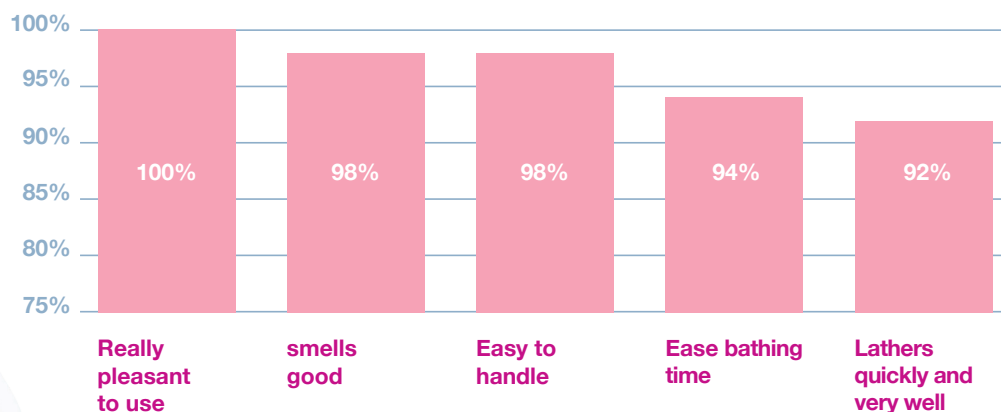
FOR MAXIMIZED COMPLIANCE



9/10 global satisfaction²



82% prefer Shampoo Bar vs Liquid shampoo²



DOUXO® S3 CALM range:

Maximum performance & tolerance

PROVEN EFFICACY & SAFETY



OPHYTRIUM

- Strengthens the skin barrier
- Soothes the skin
- Equilibrates the microbiota

soap, nanoparticles, sulphate, paraben, silicones, phthalates, colourant.

FREE +

Hypoallergenic fragrance.



Adjusted pH for promoting a rich and diverse microbiota.



COMPLETE LONG-TERM SOOTHING ROUTINE

For whole body:



1 shampoo regular or bar
to clean the fur and skin
On first week



Mousse 3 times a week
for performance
For 3 weeks

Renewable protocol

For localized areas:



Pads once a day
for immediate soothing

Can be combined with shampoo and mousse



Scan me to see
how to use our
products!

References : 1. Hillier A, Griffin C (2001) The ACVD task force on canine atopic dermatitis (I): incidence and prevalence. Veterinary immunology and immunopathology/ vol/81/issue/3 Pages 147-151. 2. Vistapet study, 2025, 91 dogs

