

Atopic dermatitis is a skin disease.

ACT THERE.

Early and constant
local soothing care
is critical.



**TOPICALS ARE
NOT OPTIONAL**

DOUXO^S3



ATOPIC DERMATITIS A LONG JOURNEY



IT STARTS AT THE SKIN

« Canine atopic dermatitis is a hereditary, typically pruritic and predominantly T cell driven inflammatory skin disease involving interplay between skin barrier abnormalities, allergen sensitization and microbial dysbiosis »¹

A HIGH PREVALENCE

10 to 15%
of dogs suffer
from Atopic Dermatitis²

A DIAGNOSIS THAT TAKES TIME³



STEP 1:

Rule out ectoparasites (with strict parasite control) and treat secondary infection if any

STEP 2:

Explore food allergy (with a strict diet trial)

STEP 3:

Search of environmental allergens involved (either skin test or blood test)

A CHALLENGING JOURNEY FOR OWNERS

Often perceived as **frustrating by pet owners**
(lack of clear disease and long-term management communication)

65%

consult at least **two veterinarians** for their pet's skin condition. Could lead to changing their referring veterinarian

Mainly due to dissatisfaction with diagnosis, management, or level of information provided.

47%

do not feel **sufficiently supported** in managing the disease

They need more explanations, demonstrations, and practical tools.

More than 70%

report a significant **impact** on their dog's and family's **quality of life**.



ATOPIC DERMATITIS LESSONS FROM THE PEDIATRIC APPROACH

Atopic dogs and children share strong similarities in atopic dermatitis.⁴⁻⁸

CRISIS (FLARE-UP)



A physical barrier altered: maximal transepidermal water loss and scratching opening even more the route for allergens

IN BETWEEN CRISIS

A defect in physical skin barrier leading to more permeable barrier to water and allergens (higher than normal): less structural proteins such as filaggrin, less lipid working as a cement, less tight junctions



High levels of inflammation and pruritus.

Low-grade inflammation: Less cytokines but cells ready to react



A microbiota potentially dysbalanced: microbial over growth (to *Staphylococcus* species; and/or *Malassezia pachydermatis* in dogs)

A fragile microbiota balance: still different than healthy dogs

💧 TOPICAL CARE AS THE FOUNDATION OF ATOPIC DERMATITIS MANAGEMENT

Experience from pediatric dermatology⁹ confirms that topical care is fundamental to long-term management of canine atopic dermatitis



OTC moisturizers

If refractory to moisturizers only:
Topical drugs

If severe:
Systemic therapy



In dogs as well,
**TOPICALS ARE NOT
OPTIONAL.**

Help correct skin
barrier defects.
Act locally,
complementary to
systemics.



CHOOSING THE RIGHT TOPICAL APPROACH

Soothing care for **every atopic dog, at every stage**,
with antiseptics when needed.

DURING A FLARE UP (CRISIS PHASE)

Start with cytology on affected areas

PRESENCE OF INCREASED NUMBER OF GERMS

Antiseptic Products

Correct microbiota
imbalance



Antiseptics do
not primarily
address
inflammation
or repair the
skin barrier
damages

NORMAL NUMBER OF GERMS

Soothing Products

- Soothe inflamed,
pruritic skin
- Repair the skin
barrier
- Can avoid
pathogen germs to
overgrow



Use soothing care during a flare,

unless a microbiota imbalance is confirmed - in which case short-term
antiseptics are required.

IN BETWEEN CRISIS (REMISSION PHASE)

Even in remission, atopic dogs continue to have **underlying skin barrier defects**

Ongoing needs include:

- ◆ Strengthening the skin barrier to limit allergen penetration
- ◆ Maintaining low levels of inflammation
- ◆ Preventing microbial overgrowth

Continued use of high quality topical care is essential

- ◆ Act on the **three skin barriers**
- ◆ **Both skin and ears**

**TOPICALS ARE
NOT OPTIONAL**

TOPICALS ADAPT TO EVERY STAGE

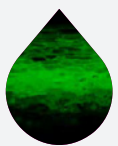
Soothing care are essential for every atopic dog, at every stage, with antiseptics only when needed.



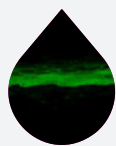
TWO TARGETED SOLUTIONS FOR ATOPIC SKIN MANAGEMENT

◆ **POWERED BY OPHYTRIUM, DELIVERING
A THREEFOLD ACTION ON THE SKIN BARRIER¹⁰⁻¹³**

**1 Strengthens
the mechanical
barrier**
for supple, durably
hydrated skin



Stressed
Control
Lucifer yellow

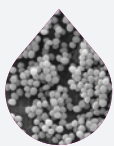


Stressed Control
+ OPHYTRIUM
Lucifer yellow

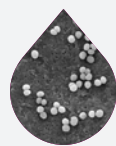
Beneficial effect on :

- Ceramides contents
- Tight junctions
- Filaggrin
- Natural Moisturizing Factors contents (NMFs) (flaggrin breakdown products)
- Trans Epidermal Water Loss (TEWL)

**2 Restores
the balance**
of the protective
microbial flora for healthy
skin



Stressed control
S. pseudintermedius

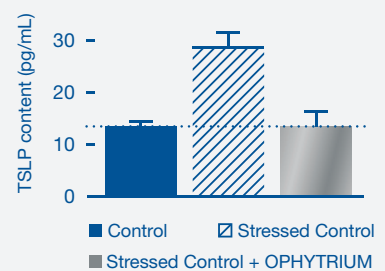


Stressed control
+ OPHYTRIUM
S. pseudintermedius

Beneficial effect on :

- *Staphylococcus aureus*
- *Staphylococcus pseudintermedius*
- *Streptococcus canis*
- *Pseudomonas aeruginosa*
- *Malassezia pachydermatis*

**3 Reduces
irritation**
for soothed skin



Beneficial effect on :

- TSLP (pro-inflammatory marker)
- IL-8 (pro-inflammatory marker)
- IL-13 (Th2 cytokine)

Strengthened skin barrier ecosystem

- = Less allergens in contact with immune system
- = Less crisis
- = Better quality of life for all



◆ **TWO LINES OF PRODUCTS,
TWO INDICATIONS LINKED TO ACTIVES' CONCENTRA-
TIONS**

DOUXO^{S3}
CALM

- **Effectively** soothe inflamed, pruritic skin
- **Repair and strengthen** the skin barrier
- **Prevent** microbiota imbalance

**50%
MORE**
concentrated
in Ophytrium for
a more powerful
action

DOUXO^{S3}
PYO

- **Designed to correct** microbiota imbalance thanks to chlorhexidine digluconate 3%
- **Help repair** the barrier and soothe the skin thanks to Ophytrium





CLINICALLY DEMONSTRATED SAFETY AND EFFICACY

DOUXO® S3 FORMULAS CONTAIN ONLY THE ESSENTIAL



Free of controversial
ingredients



Adjusted pH for
promoting a rich and
diverse microbiota



Hypoallergenic
fragrance

Tolerance proven even in acute conditions of exposure¹⁴⁻¹⁸

DOUXO® S3 CALM PROVEN IN-FIELD PERFORMANCE IN DOGS AND CATS¹⁹⁻²⁵

7 prospective
trials



104 dogs in total
23 cats in total



Multicentric
46 sites, 7 countries

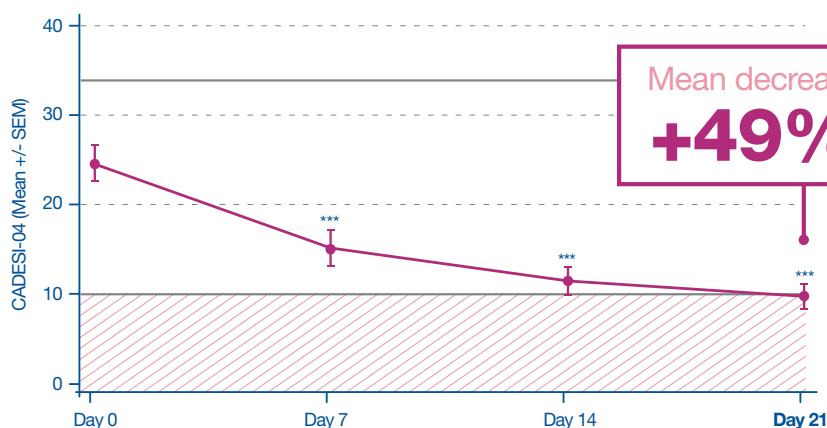


Unique protocols



Only **1** shampoo
Mousse **3** times
a week
Once a day

BENEFICIAL EFFECT ON SENSITIVE AND IRRITATED SKIN



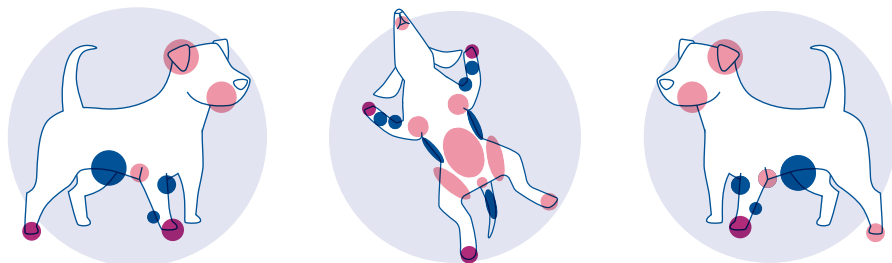
Shampoo + Mousse

62%

of dogs with
CADESI-04
improvement
>50%²⁴

SOOTHES ITCHY SKIN

Before



Pruritus
score at D21²⁴

-31%***

After 3 weeks



Percentage of dogs affected on the area

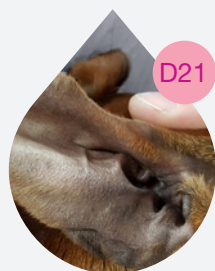
● 80-100% ● 60-80% ● 40-60%
● 20-40% ● 0-20%

*** : $p < 0.001 / DO$

Before



After 3 weeks



DOG A

Hair grown back. No more erythema, hyperpigmentation nor crusting.



DOG B

No more excoriation nor erythema on the axilla.





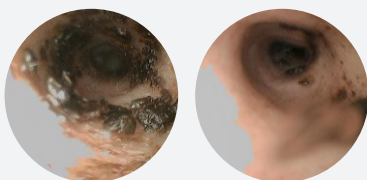
EAR CLEANER FOR REGULAR USE ON ATOPIC PETS

◆ IN CRISIS AND IN BETWEEN

1 High cleansing power

Based on Micellar technology:

removes wax^{26, 27} gently without greasy feeling



› Before application

› After 1 application

2 Immediate soothing action

In case of sensitive, irritated ears¹⁰



› A flush of fresh lotion to relieve pain



› Ophytium as a soothing and repairing ingredient

3 Protection of ear's ecosystem

For chronic disturbances or ears prone to relapse¹⁰⁻¹³



› Reinforces and hydrates the ear canal



› Helps control irritation level



› Limits adhesion and biofilm formation of ear germs

4 Possible combination with ear medication

Without interfering with their action^{13, 28, 29}



Corticosteroids



Antifungal



Antibiotics

5 An exclusive enhanced packaging for comfort and hygiene

Transparent, supple, atraumatic nozzle for pleasant application

Hygienic valve



› to avoid bottle contamination by cerumen





FORMULAS DESIGNED FOR CONVENIENCE & DELIGHT

With no compromise on performance

SHAMPOO BAR

An ergonomic
shape
and a very
pleasant
formula



9/10

global
satisfaction³



82%

prefer
Shampoo Bar
vs Liquid
shampoo³

NEW



An exclusive shape,
easy to handle, less slippery.

A concave shape that
follows the body's contours.

Foams quickly
and abundantly.

Rinses quickly
and easily.

A hypoallergenic
summertime fragrance
chosen by pet owners.



A tool providing a
very pleasant
massage.

MOUSSE

Relaxing massage
application encouraging
frequent use

Pump easy
to use with one hand

Ergonomic form

Leave-on for longer
lasting direct skin contact

A hypoallergenic
summertime fragrance
chosen by pet owners.



« Light and thin
texture very easy
to spread »

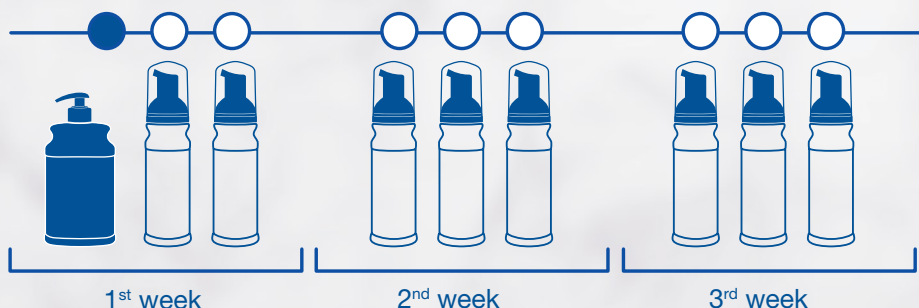
« A real
pleasant
skincare for
my dog »





DESIGNED TO PROMOTE COMPLIANCE

A user-friendly protocol for whole bodycare, with less shampoos



1st week

2nd week

3rd week



SHAMPOO BAR 100 gr
The most ergonomic and pleasant DOUXO® S3 Shampoo developed



MOUSSE 150 ml
A relaxing massage application and leave-on formula for maximum delight



EAR CLEANER 60 ml • 120 ml
A soft, flexible and hygienic tip for a more comfortable ear cleaning

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