

# ATOPI CREAM™

## THERAPEUTIC SKIN REPAIR FOR ANIMALS

With VetriSpheres™ sustained-release technology, AtopiCream™ is a ceramide-rich, non-steroidal, antihistamine cream to help relieve symptoms associated with atopic dermatitis and allergic response in animals including inflammation, clinical dryness, pruritus, transepidermal water loss (TEWL), and insect bites.

Topically applied essential fatty acids (EFAs) in the epidermis compete with arachadonic acid for utilization of lipoxygenase and cyclooxygenase pathways, resulting in fewer inflammatory mediators in the skin. AtopiCream™ contains potent EFAs and ceramides.

- Allergic Response
- Skin Irritation
- Pruritic Skin Conditions
- Insect Bites
- Contact Allergens
- Dry Skin



- Exclusively sold by Veterinarians
- Recommended by dermatologists
- VetriSpheres™ sustained-release technology

- Barrier Repair Therapy
- Steroid-free formulation
- Non-irritating

**“Improving the skin barrier is a new and exciting strategy to better control canine AD.”**

- Adam P. Patterson, DVM, DACVD



For more info visit [vetrimaxproducts.com](http://vetrimaxproducts.com)

**VETRI MAX®**  
veterinary products

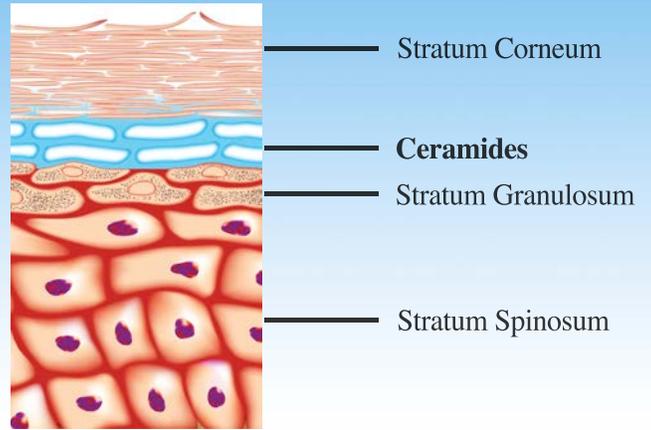
# Canine Atopic Dermatitis

Canine AD is a genetically-predisposed inflammatory and pruritic skin disease with characteristic clinical features associated with IgE antibodies, most commonly directed against environmental allergens. Young dogs with disease primarily affecting the face, ears, paws, ventral trunk, anal region, and skin folds the classic phenotypic expressions of disease.

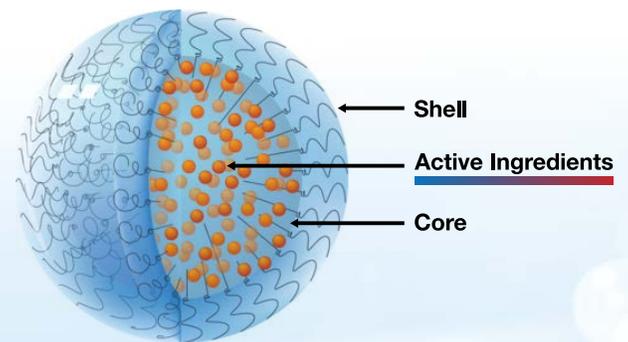
Typical signs reflect inflammation and pruritus such as erythema, saliva-stained skin, self-induced excoriations, and alopecia. Secondary bacterial and yeast infections frequently complicate and worsen the clinical picture.

Currently, there are no “tests” to diagnose AD, short of suggestive history, characteristic clinical signs, and elimination of other itchy conditions including infection. Mainstay therapy encompasses avoiding known flare factors, improving skin/coat hygiene, and pharmacological intervention aimed at reducing cutaneous inflammation and pruritus. Although AD is a disease that can be effectively managed, it is rarely ever cured.

Ceramides are lipid molecules (sphingoid bases linked to fatty acids) present in the intercellular spaces of the stratum corneum. Their organized arrangement is crucial in maintaining the barrier function of normal skin. Since the ceramide content in atopic skin is decreased, water capacitance is reduced resulting in clinical dryness. Consequently, permeability is altered allowing for allergen sensitization in predisposed animals, as well as infection. By topically applying ceramides to the skin surface, the organizational arrangement of intercellular lipid lamellae in the stratum corneum is enhanced and improved. Indeed, cutaneous lipid replenishment has the ability to reduce the extent and severity of canine AD.



Exclusive VetriSpheres™ technology provides controlled, sustained-release of active ingredients for better penetration and enhanced residence in the epidermis over time.



# SIMPLIFY YOUR SHELVES

VetriMax is dedicated to improving the lives of pets and those who care for them. Our unique, patented, proven products help aid in the treatment of animals with skin disease. Learn more at:

[VetrimaxProducts.com](http://VetrimaxProducts.com)

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