

DERMATOLOGY



FREQUENTLY ASKED QUESTIONS

1 What is the difference between ANALLERGENIC and HYPOALLERGENIC?

Although both diets are formulated using hydrolysed protein sources to aid in the long term nutritional management of cats and dogs with nutrient intolerance or as a diagnostic tool for food elimination trial, they contain different protein and carbohydrate sources and are hydrolysed to differing levels, making them two quite different diets.

ANALLERGENIC

Protein source; feather hydrolysate with very low molecular weight oligopeptides (< 1kDa) and free amino acids.
Carbohydrate source; purified maize starch.

Anallergenic is considered our **Gold Standard** for food elimination trial.

HYPOALLERGENIC

Protein source; hydrolysed soya protein isolate with a low molecular weight (15-40kDa) for low allergenicity.
Hypoallergenic also contains hydrolysed poultry proteins.
Carbohydrate source; rice.

2 Is it true that you use feathers in your ANALLERGENIC diet?

Yes, the protein source in **ANALLERGENIC** is from feathers!

After extensive research of 80 different protein sources, this was the only one which met our targets for nutrition and sustainability. The very low weight feather hydrolysate used within ANALLERGENIC has undergone extreme hydrolysis. It is a highly specific raw material manufactured in a unique and industrially protected manner and has also been used in milk replacers for allergic babies and medicines such as cough syrups. The feathers themselves are by-products from the human food industry sourced from chickens, turkeys and ducks.



3 How can we guarantee the reliability of ANALLERGENIC?

When analysing the primary protein source, feather hydrolysate, results showed 100% of the protein molecules are less than 1kDa, of which 88% are free amino acids.

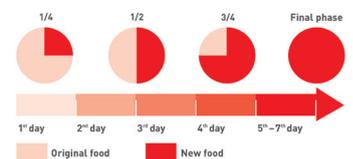
When analysing the entire diet, the results show that 95% of the diet is less than 1kDa and the remaining 5% between 1 and 6kDa. The product contains a refined and purified maize where all the protein has been removed and includes a specifically designed palatability enhancer. The palatability enhancer and the fibre fraction of the diet are responsible for the 5% of the diet which is between 1 and 6kDa.

To ensure this reliability, the product is manufactured on a specific production line which has undergone the highest cleaning procedures to be free of contaminants. It has its own dedicated raw material dosing station and batch analysis is performed through state of the art technology. Every batch is tested for potential ancillary protein through DNA analysis.

4 When conducting a food elimination trial, should we follow the standard transition period?

Yes. We would always recommend that for any diet change, you gradual transition to the new diet over a period of 5-7 days. This transition will ensure optimal palatability and digestive tolerance.

It is also recommended to keep a portion of the pet's current diet for the dietary challenge phase of the trial.



5 Why should we use a dietary challenge in the elimination trial process?

This phase is a key part of the elimination trial process as it's the only way to make an accurate diagnosis.

The dietary challenge must be performed with the original diet or the suspected ingredient. The reintroduction should be done progressively, start by feeding 10-20% of the daily calorie needs from the previous diet and slowly increasing this every one or two days.

6 How prevalent is cutaneous Adverse Food Reaction (cAFR) in cats and dogs?

Cutaneous adverse food reaction only makes up 5%-6% of all skin diagnosis, however this figure rises when looking specifically at allergic skin disease to 10% in cats and 20% in dogs.

In cases of pruritic disease, cutaneous adverse food reaction is attributed to 16% of cases in cats and 18% of cases in dogs.

<https://doi.org/10.1186/s12917-017-0973-z>

7 What do you feed a pet with a suspected grain allergy?

The top 3 dietary allergens in both cats and dogs are animal or dairy proteins with grains such as wheat and maize being less common allergens than beef for example.

For any suspected adverse food reaction, regardless of the suspected source, we would recommend a food elimination trial using ANALLERGENIC and follow the recommended 8 week protocol.

Once the problem ingredient has been confirmed by food elimination trial and dietary challenge, a diet recommendation can be made which excludes that ingredient. Neither ANALLERGENIC nor HYPOALLERGENIC include wheat. ANALLERGENIC excludes rice and only uses purified maize starch. HYPOALLERGENIC excludes maize but includes rice.

8 How does a hydrolysed diet compare to a novel protein diet?

A dog or cat can become allergic to any protein source with which they have previously been in contact and most commonly have a molecular size of 15-40kDa.

Hydrolysed protein diets, provide proteins which have been enzymatically broken down so that the partial size is reduced sufficiently to remove its potential as an allergen.

As our diets and the diets of our dogs and cats are becoming more diverse, the likelihood of finding a suitably nutritional protein source which can be guaranteed as novel (completely new) to that individual animal becomes more and more challenging.

This is why the recommendation has changed to using hydrolysed protein diet for food elimination trials rather than novel protein diets.

9 Why isn't there a feline wet HYPOALLERGENIC?

We currently do not produce a feline wet HYPOALLERGENIC or ANALLERGENIC, this is mainly due to challenges over palatability.

10 Is the skin barrier support as good in the hydrolysed diets as in SKIN CARE?

Yes. All diets within the Dermatology range contain Skin Barrier Support. Our specially formulated complex of nutrients includes a combination of B vitamins, amino acids, zinc and linoleic acid at adapted levels to support the skins natural protective barrier role.

11 Why have Skin Young Male and Skin Young Female been delisted?

Advancements in research has led to the creation of a new innovation which replaces the Skin Young Male and Skin Young Female product.

Feline SKIN & COAT is specially designed for non-food allergic cats, suffering from dermatosis and loss of hair. This is now the new recommendation for cats who are currently on Skin Young Male and Skin Young Female.

Feline SKIN & COAT is available in dry and wet formulas, providing nutritional support to help support healthy skin and a shiny coat in cats with a sensitive skin. Both formulas also provide a complex of nutrients to support the skins natural barrier role and are adapted to the moderated energy needs of neutered cats.

12 Why is HAIRBALL not in the DERMATOLOGY territory?

Hairballs are formed within the digestive tract from hair which has been ingested during the cats normal grooming process and therefore is not a dermatology issue. In the majority of cases ingested hair will naturally transit through the digestive tract and pass out in the stools, when this does not occur and a hairball is formed this results in gastrointestinal concerns, either regurgitation of the hairball or potentially a blockage within the digestive tract.

That is why we are repositioning our HAIRBALL diet in to the Gastrointestinal Tract territory which launches in 2020.

