

**ALLERDERM®**

Foaming Cleanser

# A NEW EASY-TO-USE CLEANSING FOAM

that's kind to owners and their pets

No water, no fuss, no stress



*everyday*  
**CARE**

A new micellar foam solution with a cleansing effect, without the need for rinsing.

**Virbac**

Shaping the future  
of animal health

# CLEAN COAT, HEALTHY SKIN

Getting dirty is a normal part of an active, healthy pet's lifestyle, but managing the mud and dirt can be a challenge for pet owners. Additionally, contamination of the haircoat and skin with pollutants, dirt and debris *may affect* the pet's health.

Bathing cats and dogs is not always an easy task and it can be stressful for both pets and their owners.



**RINSE  
FREE**

## Allerderm® Foaming Cleanser...

is an innovative new product from Virbac, providing fast, effective and gentle cleaning for dogs and cats.



Neutral pH



Adapted for all skin types, even sensitive skin

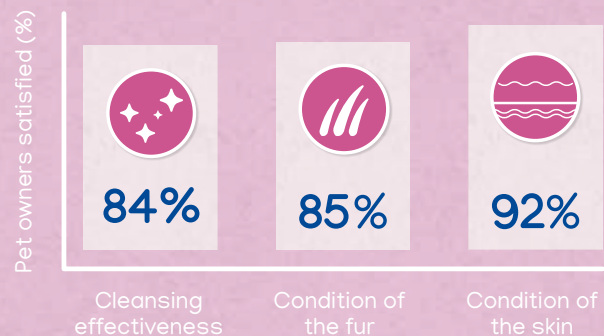


Contains ingredients known to help maintain healthy skin balance



Neutralizes unpleasant odors, thanks to smart anti-odor technology

### Pet Owner Satisfaction:<sup>1</sup>



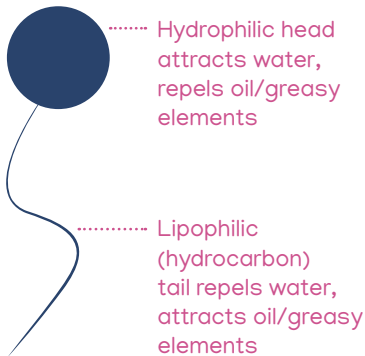
# THE CLEANSING POWER OF MICELLAR WATER

The effective cleansing action of Allerdem® Foaming Cleanser comes from its micellar water formulation.

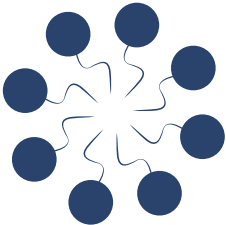
Micellar water organizes in micelles. These micelles efficiently **trap dirt and greasy elements** in their center, remaining soluble in water for gentle and easy removal.



### Surfactant molecule

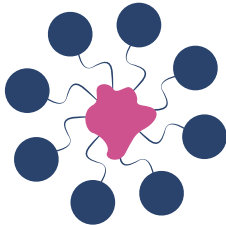


### Surfactant molecules in water (solution)



Organize into spherical micelles, with hydrophilic heads pointing outwards

### Micelles in the presence of dirt or grease



The lipophilic tails 'trap' the dirt/grease at the center of the micelle, which remains soluble and is easily removed

## Micelle technology:



No harsh surfactants



Gentle cleaning



Easy removal of dirt and greasy elements



# EASY TO USE

## ALLERDERM® Foaming Cleanser is easy to apply

...and can be used anywhere and anytime for quick and effective cleaning.



## ALLERDERM® Cleanser is perfect for...

- ✓ **Pets that don't enjoy baths**  
Helps avoid stressful, soggy bath times
- ✓ **Between baths**  
Perfect for a quick refresh
- ✓ **On-the-go**  
No access to running water? No problem!
- ✓ **Spot-cleaning**  
Allows quick, focused cleaning

### References

1. Girardin A., et al. (2022) Effectiveness and Appreciation by Pet Owners of a Cleaning Foam to Help Keep Pet's Coat Clean and Skin Healthy". EC Veterinary Science 7.4: 12-21.

In a field-based product trial, pet owners found using ALLERDERM® Cleanser easy and enjoyable to use:<sup>1</sup>

- 95% agreed it was easy to use on their pet
- 95% of owners found it easy to disperse throughout their pet's fur
- 92% of owners found it pleasant to apply

Compared to their usual cleaning method (usually shampoo):

- 75% of owners found ALLERDERM® Cleanser more practical
- ALLERDERM® Cleanser reduced cleaning time by up to 15 minutes (just 5 mins vs. 10-20 mins)
- Many pets were calmer during and after cleaning with ALLERDERM® Cleanser

## ALLERDERM® Cleanser has a biodegradable formula

...and its packaging is developed with sustainable, recyclable and environmentally friendly materials.



\*excluding pump