## What is HARDY KIWI?

Hardy Kiwi, or Actinidia arguta, is a small, green fruit, similar in appearance on the inside to the traditional kiwi fruit (Actinidia deliciosa). Hardy kiwi has been used in traditional East Asian medicine to support a healthy response to allergens.



# Available in SOFT CHEWS for small/medium and large dogs

To order, contact your Nutramax rep or local distributor, visit Vet-EZ-Order.com, or call 1-888-886-6442



### DAILY ADMINISTRATION

Small/Medium Dogs:					
Weight (lbs)	Initial 2-4 Week Period*	Maintenance			
5-15	1	1 Every Other Day			
16-30	2	1			

Large Dogs:						
Weight (lbs)	Initial 2–4 Week Period*	Maintenance				
31-50	1	1 Every Other Day				
51-100	2	1				
> 100	3	1-2				

<sup>\*</sup>The recommended initial period is 2-4 weeks; however, some dogs may respond sooner

#### References

<sup>1</sup> Kapoor R, Huang YS. Curr Pharm Biotechnol 2006;7(6):531-4.

Kawamura A, Ooyama K, Kojima K, et al. J Oleo Sci 2011;60(12):597-60

<sup>3</sup> Gueck T, Seidel A, Baumann D, et al. Vet Dermatol 2004;15(5):309-14.

Guillou S, Ghabri S, Jannot C, et al. Int J Cosmet Sci 2011;33(2):138-43.

<sup>5</sup> Marsella R, Messinger L, Zabel S, et al. Vet Dermatol 2010;21(1):50-7.

<sup>6</sup> Ho SH, Park EJ, Helixir S, et al. Korean Journal of Pharmacognosy 2009;40:59-64

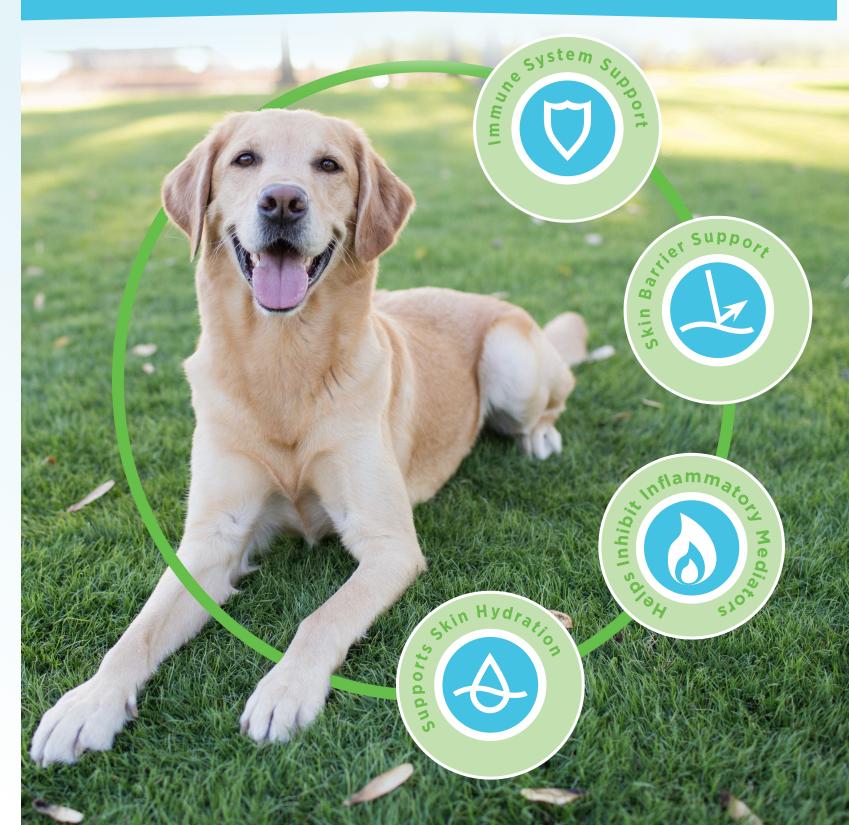
<sup>7</sup> Beynen AC, Saris DH, Paap PM, et al. *American J Animal & Vet Sci* 2011;6(4):146-52



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## DERMAQUIN® SKIN SUPPORT SUPPLEMENT

The Best Defense is a Hardy Skin Barrier





## A hardy SKIN BARRIER

is the best defense

The relationship between the skin barrier and responses to allergens is a two-way street. If the skin barrier is compromised, it is more likely to be affected by allergens, often leading to other skin issues.



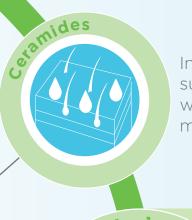
### what is

### DERMAQUIN®?

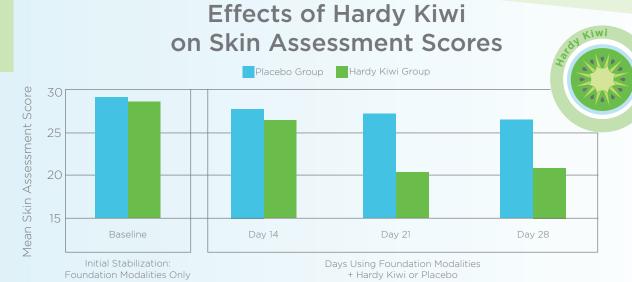
The ingredients in Dermaquin® Skin Support Supplement work to provide a comprehensive approach to skin health. Dermaquin® supports a healthy response to allergens by promoting the skin's natural barrier to help **break the vicious cycle of skin issues.** 

DERMAQUIN°	wediators wediators	Skin Barrier Subbout	Skin Hydrarion	System Support
Hardy Kiwi				
Beta-Glucan	1			
Gamma-Linolenic Acid	<b>/</b>		/	
Ceramides	<b>/</b>	1	<b>/</b>	
Omega-3s		1	1	





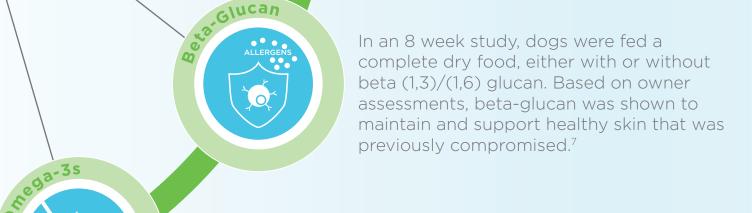
In a 2010 human clinical study, supplementation of oral phytoceramides was shown to support skin hydration, as measured by corneometry.<sup>4</sup>



Foundation modalities for skin issues can either have unwanted side effects or can be cost-prohibitive. Hardy kiwi has been shown in published research to support healthy skin assessment scores when used in conjunction with foundation modalities. Hardy kiwi continues to support healthy skin when administered alone, after foundation modalities have been discontinued, by controlling inflammatory mediators which may minimize recurrences of skin issues.<sup>5, 6</sup>

The study above<sup>5</sup> showed that hardy kiwi promotes healthy skin assessment scores when used as part of an initial multi-modal approach with foundation modalities. Giving hardy kiwi following foundation modalities assisted in maintaining skin health effects.

- 83% of dogs that started hardy kiwi **with** foundation modalities were able to maintain their assessment scores.
- 23% of dogs that started hardy kiwi **after** foundation modalities were able to maintain their assessment scores.



Omega-3 Fatty Acids - EPA, DHA, and ETA play a crucial role in lipid content within the skin barrier. A healthy skin barrier helps keep moisture in and irritants out.

