

# VIRBAC MEDICATED SHAMPOOS — NOW WITH UPGRADED TECHNOLOGY



## Exclusive **SIS SKIN INNOVATIVE SCIENCE® TECHNOLOGY**

helps the skin defend itself  
and helps maintain healthy  
microbial balance.

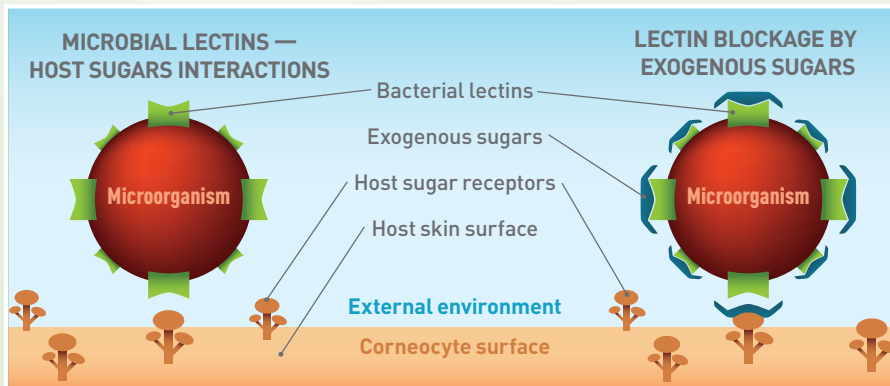


Shaping the future  
of animal health



## Glycotechnology

- Provides micro-organism anti-adhesive effects<sup>1</sup>



## Defensin technology

- Comprised of natural plant extracts
- Promotes natural skin microbial defenses<sup>2</sup>



**Boldo extract**  
(*Peumus boldus*)

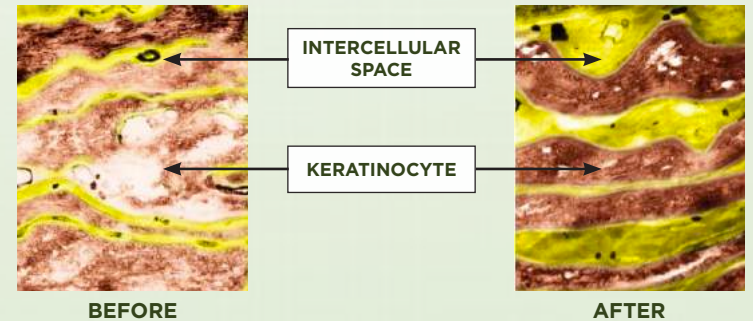


**Meadowsweet extract**  
(*Spiraea ulmaria*)

## Skin Lipid Complex Technology

- Unique micro-emulsified formation
- Reinforces the skin barrier
- Moisturizing and soothing effect
- Supports healthy skin<sup>3</sup>

Electron microscopic observation of the *stratum corneum* in atopic dogs **before** and **after** the use of skin lipid complex technology<sup>3</sup>



## SPHERULITES® Microcapsules

- An exclusive encapsulation system that provides a slow release of ingredients long after application to extend the benefits of the product

# VIRBAC MEDICATED SHAMPOOS



## KETOCHLOR® Medicated Shampoo (Chlorhexidine Gluconate, Ketoconazole)

- For management of bacterial, and fungal skin infections
- Improves hair coat, degreases, descales, and neutralizes unpleasant odors
- An antiseptic shampoo for the management of conditions responsive to ketoconazole or chlorhexidine

### Support healthy skin with S-I-S SKIN INNOVATIVE SCIENCE® TECHNOLOGY

- ANTI-IRRITANT/ ANTI-ADHESIVE ○ GLYCOTECHNOLOGY
- SKIN DEFENSE ○ DEFENSIN TECHNOLOGY



## ALLERMYL® Medicated Shampoo (Piroctone Olamine)

- Cleans skin and hair coat while soothing irritated skin
- Unique micro-emulsified formulation with Skin Lipid Complex helps maintain skin barrier integrity

### For the management of allergic skin conditions

- ANTI-IRRITANT/ ANTI-ADHESIVE ○ GLYCOTECHNOLOGY
- SKIN DEFENSE ○ DEFENSIN TECHNOLOGY
- SKIN BARRIER ○ SKIN LIPID COMPLEX



## KERATOLUX® Medicated Shampoo (Piroctone Olamine)

- Unique tar-free cleanser that removes scales, crusts, and excessive oil on the skin surface
- Regular bathing helps manage normal sebum production, resulting in a pleasant smell and healthy skin and hair coat

### For the management of keratoseborrheic conditions

- ANTI-IRRITANT/ ANTI-ADHESIVE ○ GLYCOTECHNOLOGY
- SKIN DEFENSE ○ DEFENSIN TECHNOLOGY
- HELPS MAINTAIN MICROBIAL BALANCE ○ PIROCTONE OLAMINE

# 30 years of partnering with dermatologists to meet your patients' needs

## VIRBAC GROOMING AIDS ARE SCIENTIFICALLY FORMULATED FOR RESULTS YOU CAN TRUST

- **ALLERGROOM® Shampoo**  
Gentle, soap-free, moisturizing shampoo designed for frequent use on normal to dry skin
- **EPI-SOOTHE® Shampoo**  
A natural oat-grain derivative, soap-free shampoo designed for dry and sensitive skin
- **EPI-SOOTHE® Cream Rinse**  
Helps restore natural skin oils and moisture in dry and sensitive skin and prevent tangles for a more manageable hair coat



Available in both 8-oz  
and 16-oz sizes



TO ORDER, CONTACT YOUR DISTRIBUTOR OR VIRBAC REPRESENTATIVE,  
OR CALL 1-844-4-VIRBAC (1-844-484-7222). VISIT [US.VIRBAC.COM](http://US.VIRBAC.COM) TO LEARN MORE.



“I recommend KETOCHLOR® Shampoo because it has the key ingredients that address skin microbial balance in a nice shampoo formulation that cleans and moisturizes the skin, leaving the hair coat looking and smelling good. I receive great feedback from owners that see rapid improvement in the appearance of the skin and coat of their pets.”

Christina Restrepo, DVM, DACVD



“Antimicrobial peptides (AMPs) are one of the most important components of the cutaneous innate immunity. Their main function is to defend the skin from pathogens and alert the body against external insults.”

Domenico Santoro, DVM, MS, DrSc, PhD

# References

1. Lloyd DH, Viac J, Werling D, et al. Role of sugars in surface microbe–host interactions and immune reaction modulation. *Vet Dermatol.* 2007;18:197–204.
2. Santoro D, Ahrens K, Vesny R, et al. Evaluation of the in vitro effect of boldo and meadowsweet plant extracts on the expression of antimicrobial peptides and inflammatory markers in canine keratinocytes. *Res Vet Sci.* 2017;115:255–262.
3. Piekutowska A, Pin D, Reme C.A.Gatto H. and Haftek M. Effects of a Topically Applied Preparation of Epidermal Lipids on the Stratum Corneum Barrier of Atopic Dogs, *Journal of Comparative Pathology* 2008;138:197-203.