Each LDCA team member would like to thank you personally for your participation in the performance of Dermoscent achieved during the past 10 years and wish you all a very happy and successful new year 2014!

In 2013, Dermoscent® celebrated its 10th anniversary. Upon looking back the past 12 months by associating your joint efforts, several major events did mark the year.

First of all, the long expected publication of two substantial studies took place by end 2013: a multicentric double blind study conducted by the University of Munich and a skin lipid assessment and morphological evaluation on skin equivalents conducted by UNIVET-Barcelona, both on Essential 6® spot-on undertaken since 2011. The first one demonstrated the product efficacy in the management of canine atopic dermatitis and the second one showed product benefits in cutaneous lipid growth of the skin barrier. Both articles are now available upon request.

Regular participation in and sponsoring of major congresses in Europe, North and South Americas and Asia as well as numerous realisations of new clinical studies by leading vets demonstrate further LDCA’s commitment to promoting Dermoscent® by vets’ sides. Dermoscent® reconfirms its leading position in animal cosmeceutical industry among not only dermatologists but also more and more vet general practitioners on each market of 50 countries in the world where Dermoscent® is commercialized through vets exclusively.

Two major product launches were undertaken during 2013: Dermoscent BIO BALM® for horses (200 ml jar) offering the same powerful moisturizing and protective efficacy to equine population as the canine version, and Keravita®, a unique food supplement rich in phytokeratin to reinforce the vitality and beauty of hair and claws of dogs and cats.

In addition, by responding to markets’ call to simplify stock management while preserving marketing coherence, few products shall start offering a single reference for both dogs and cats when applicable. SunFREE under a single sku for both dogs and cats is now available.

Last but not least, the institutional image of Dermoscent® has evolved in 2013 in order to reflect explicitly the brand concept of skin hydration and protection.

Enjoy your reading!
Essential 6® spot-on studies ONLINE

Persistent R&D investments of LDCA over the past 3 years have paid off! We have the great pleasure to announce you that the full articles of two substantial studies conducted on Essential 6® spot-on are now available through online open access.

Multicentric double blind study on atopic dermatitis, The Veterinary Journal 2013.

This study was first presented at the 2012 World Congress of Veterinary Dermatology (WCVD) as a Supporting Original Study and the abstract was published in the Vol 23 of Veterinary Dermatology in Feb 2013. This study demonstrating the efficacy of Essential 6® spot-on in the management of canine atopic dermatitis was spearheaded by 4 world renowned vet dermatologists: Drs. Ralf Muller (Germany), Wayne Rosenkrantz (USA), Ariane Neuber (UK), and Michaela Blaskovic (Germany). The results show a significant decrease of both pruritus and CADESI scores on 48 atopic dogs against placebo.


Skin lipid assessment study on canine skin equivalent, Journal of Veterinary Medicine 2013

The prestigious Spanish academic laboratory UNIVET accomplished during 2012 a sophisticated skin equivalent evaluation on lipid increase of artificial skin of dogs treated with Essential 6® spot-on. The results, presented as a Short Communication at the 2012 BSAVA/BVDSG congress in Birmingham, showed a more solid and thicker barrier effect with the use of Essential 6® spot-on and a significant increase (p>0.01) in the amount of ceramides (51.7 ±1.3%) in comparison to control samples (41.6 ±1.4%).


http://www.hindawi.com/journals/jvm/2013/231526/
NEW PRODUCTS!

Dermoscent BIO BALM® for horses – An SOS dry skin care

Dermoscent BIO BALM® for horses is a moisturizing water resistant formula made of eco-certified ingredients, specifically developed for equine dry skin. This nourishing balm is suited for calluses (cannon, pastern) as well as dry or thickened skin. It soothes and protects friction prone areas and is indicated for superficial abrasions to promote skin barrier reconstruction and favor coat regrowth.

Jar with a protective opercula (200 ml). LDCA code: 34308, suggested retail price: 34,50€, packed in a carton of 18 units.

Keravita® - A unique food supplement rich in phytokeratin for the vitality and beauty of hair and claws of dogs and cats

After the successful introduction of Uti-Zen®, a unique supplement to promote urinary tract comfort thanks to its high concentration of PAC at 17mg, Dermoscent® enlarges its oral range with Keravita®, an efficient and original solution to reinforce the vitality and beauty of hair and claws of dogs and cats. Thanks to its active ingredient trio; phytokeratin from wheat and millet, bamboo extract and oligo-vitamin complex, Keravita® provides sheen and vitality to coat, strengthens claws and helps diminish hair-loss. In palatable and chewable tablets with a designed divisibility, Keravita® is easy to use offering a high compliance.

30 tablets, 1.35g each, for both dogs and cats. Box with Braille. LDCA code: 47304, suggested retail price: 19,50€, packed in a carton of 56 units.

SunFREE – the MUST for a maximum of sun protection now available as a single reference for cats and dogs!

The references SunFREE for cats (16001) and SunFREE for dogs (26002) are replaced by a single reference for cats and dogs (46303). Available now!

Tube for dogs and cats 30ml with a flip-top cap. LDCA code: 46303, suggested retail price: 13€, packed in a carton of 120 units.

CHECK OUT THE NEW INSTITUTIONAL IMAGE OF DERMOSCENT®!

To celebrate its 10th anniversary, Dermoscent® has evolved its institutional image to emphasize the brand concept of skin hydration and protection.

The new design is based on a protecting water shield in form of bubble extended from water droplets which materializes the institutional message of the brand: Dermoscent® products reinforce skin barrier function thanks to essential fatty acids and essential oils through hydration and protection of animal skin.

4 different axes of communication have been created: institutional range, atopy range, PYO range and sun care. Each visual of dogs and cats has been selected for each axis according to race and skin aspects in phase with the axis (ex. light haired cats and dogs for suncare, atopic-prone dog for atopy, etc.)
**DISCOVER NEW MARKETING TOOLS**

**Dermoscent® institutional displays**

New Dermoscent® institutional displays have arrived! This practical counter display offers various possibilities of product composition. During winter season, it can be filled with Dermoscent BIO BALM® to protect pads, Essential Mousse for practical cleansing without rinse and Essential 6® spot-on for preventing nuisance skin conditions such as dandruff and bad smell for animal’s indoor environment. In Spring, products recommended for atopy prone skin can be put forward: Essential 6® spot-on, ATOP 7® Spray, Essential Mousse, etc. This ready-to-fill display is a wonderful selling tool for sales representatives to give away during each visit.

**Web conference**

Please remember that the web conference of Dermoscent® is on line! Elaborated by the renowned US veterinary dermatologist Dr Wayne Rosenkrantz (Diplomate American College of Veterinary Dermatology) on *Current Treatment Options of Canine Atopic Dermatitis*, this web conference presents Essential 6® spot-on and ATOP 7® Spray, evidence-based natural products, as treatment options and complementary care in fighting efficiently against atopy. It is a recorded presentation in English (1h 7min). You are invited to promote this web conference locally for example via an e-mailing with an automatic link to click.

**E-mailing files now available in English ready for your market!**

Several files are now available in English for local e-mailing animations on Essential 6® spot-on, Essential Mousse, Dermoscent BIO BALM® and PYO range..

**DERMOSCENT® SPONSORSHIPS**

Jean Philippe Pontier and Dermoscent® are heading towards the 10th edition of the 2014 La Grande Odyssée Savoie Mont Blanc (LGO)!

Do not miss this great event by following some 300 mushers all along the fantastically challenging 1000 km race path. Dermoscent® is sponsoring again its favorite champion, the French best musher Jean-Philippe Pontier by accompanying and encouraging him and his 14 dogs and wishing him all the best to stay again on the podium! Indeed, after 3 consecutive years standing on the podium in LGO 2011, 2012 and 2013, Jean-Philippe is more determined than ever to win the race this year! Moreover, Dermoscent® is honored to be selected by the vet team of 2014 LGO to treat skin disorders of all racing dogs during 12 days of competition.

**Dermoscent® helps manage tricky dermatological cases**

LDCA, a partner of AFVAC, the French national veterinary association, sponsored a seminar dedicated to address complex dermatological cases. The seminar was held at ENVT, the veterinary school of Toulouse on the 15th February 2013. The cases included recurrent pododermatitis, cervico-facial pruritis and atopy by highlighting some typical difficulties in motivating pet owners to accept long-term treatments of this disease. Each participant received free products of Essential 6® spot-on, PYOclean® Wipes and Cicafolia® as well as product technical sheets on how to help manage these tough indications.
DERMOSCENT® WAS THERE - A SELECTION OF VETERINARIAN CONGRESSES AND SEMINARS

Congress and seminars are the perfect stage to demonstrate brand image of Dermoscent® as the specialist of dermo-cosmetic care by setting up impactful visual presence of the brand, establishing direct contacts with vets to have their feedback and remarks as well as handing out interesting and qualitative communication materials such as the latest clinical studies, specific cases, vade mecum, visualizers...

SEMINARS WITH THE UNIQUE CHINESE SPEAKING KOL DIPLOMATE DR CHARLES CHEN

27th April, Klang Valley, Malaysia
A one-day seminar dedicated to Dermoscent® was organized by its Malaysian distributor. The speaker, Dr Charles Chen, the only and unique Diplomate in dermatology in the Great China region (i.e., mainland China, Hong Kong and Taiwan) lectured on dermatology and presented the benefits of Dermoscent® products.

Le Tour de Chine – Tour of China
24th-28th June 2013
A series of seminars was organized in four major Chinese cities, Shenzhen, Chengdu, Beijing and Shanghai. Dr. Charles Chen shared his expertise on dermatology and experience on Dermoscent® products with some 200 vets. The seminar baptized as “Tour de Chine” ended exactly one day prior to the starting day of the 100th edition of the world famous French bicycle race Tour de France.
**SEEN ON A MAGAZINE! — PRESS SELECTION**

*Veterinary Dermatology, June issue 2013, starring ATOP 7® Spray and Essential 6® spot-on.*

*Veterinary Dermatology, October issue 2013, presenting the PYO range.*

*Consulta, October 2013, launching PYOclean® Oto in Spain.*

*Vetlife October issue 2013, launching Keravita® in the French market.*

*L’Essentiel, October issue 2013, presenting the double blind study results to French vets.*

**WELCOME TO NEW PARTNERS**

Dermoscent® was launched in 5 new markets in 2013: Austria, Croatia, the Netherlands, South Africa and Sweden. A warm welcome to LDCA’s new partners!

Do you wish to develop an ad for your market?  

A good number of layouts are available for local adaptation.