

DERMO ACTIVE

MULTICENTRIC STUDY

**The nutritional solution of
dermatological problems**
(without pharmacological therapy)



INTRODUCTION

In cats and dogs, just as in humans, symptoms related to adverse reactions to food are very common and may concern a number of systems: gastro-intestinal, otological, nervous, urinary, respiratory and the skin^{1,2,3,4,5}. In detail, skin hypersensitivity in dogs, represented by FAD, atopic dermatitis and adverse food reactions, are the most common pathologies found by veterinary surgeons⁶. The pathologies are especially frustrating for the following reasons: poor response to medicine, continuous relapses, animal suffering, objective difficulty for owners to treat the pathology in terms of time, commitment and cost⁷. In these cases, a specific diet is the most important instrument available to limit or avoid a

large use of pharmaceuticals.

On this basis, the FORZA10 R&D Center has made its goal to develop the concept to cure through nutrition by creating organ-specific nutraceutical products. The neologism "nutraceutical" is a combination of nutrition and pharmaceutical. Nutraceuticals is a new branch of medicine that aims to study the effect of specific natural substances in both preventing and treating a variety of diseases. Because of its characteristics, it could become the missing link between natural medicine and pharmacology. Nutraceutical foods are also capable of solving, simply and definitely, the objectively difficult obstacle of oral, parenteral or spot on medicine administration.

ADVANTAGES

- Innovative bicomponent
- No direct or indirect therapeutic intervention on the animal
- Rapid results after just 20 days
- Single source protein and single source of carbohydrates
- Highly palatable
- Practical to use

AIM OF THE STUDY

The aim of this study is to evaluate the role carried out by **FORZA10 Dermo Active**, based on fish and potato, supplemented with titrated and standardized phytotherapeutic active ingredients, on dogs affected by dermatitis and without the use of pharmacologic therapy.

The effectiveness of the diet was tested through a dietetic trial period lasting 20 days. The results were based on specific clinical protocols developed and completed by 50 veterinary surgeons in Italy.

MATERIALS AND METHODS

FORZA10 R&D Center with the cooperation of 50 Italian veterinarians on national territory, has carried out and completed a dietetic trial on 71 dogs in 2009 and in the beginning of 2010.

The duration of the trial was 20 days, the minimum amount of time necessary to observe significant clinical changes.

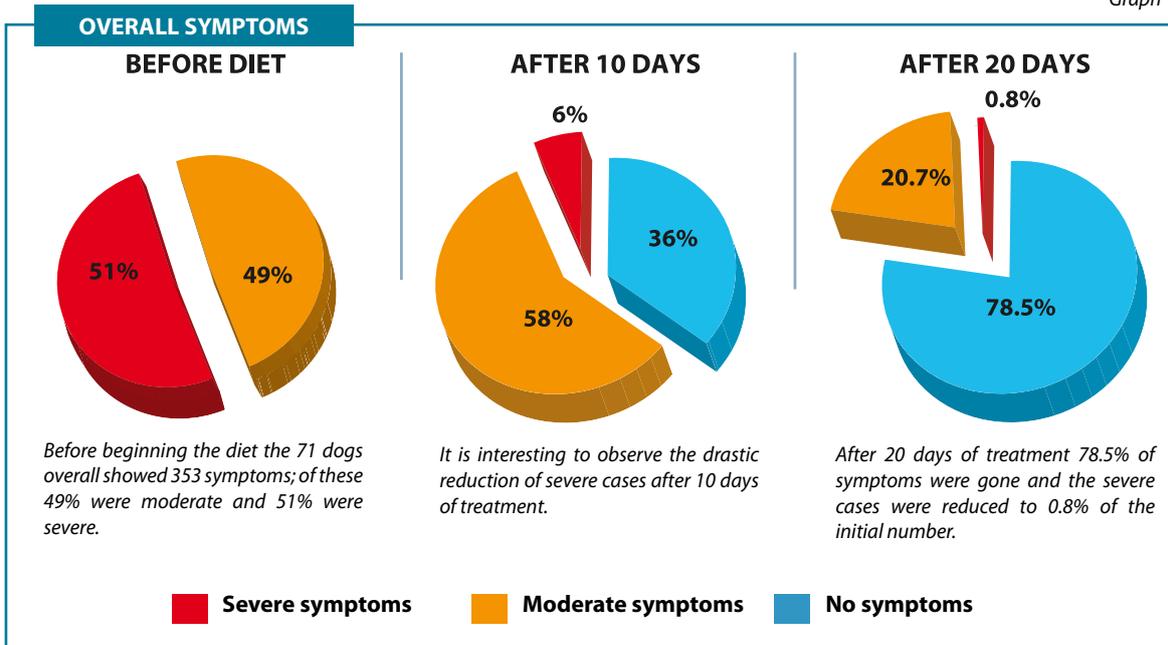
The study required a thorough examination of every subject that was clinically affected by dermatitis, redness, itch, dandruff, pyoderma, foul skin odor, dry coat and wounds. The dogs examined were given **FORZA10 Dermo Active**, based on fish, potato, and supplemented with titrated and standardized phytotherapeutic active ingredients (**Aloe Vera, Burdock, Mallow and Blackcurrant**) for 20 days.

During this period 3 check-ups were required: one before starting the diet, one after 10 days, and the last one 20 days after the diet period started. During the check-ups the symptoms were found to be: severe, moderate or absent.

The breeds most commonly involved were: mixed breeds (29.1%), German Shepherds (10.4%), Labradors (10.4%) and West Highland White Terriers (8.3%) (other breeds 41.8%). There were 22 females (46%) and 26 males (54%). Average age was 6 years old. In 64.6% of the cases (31 dogs) the subjects previously received extruded diet, 31.2% (15 dogs) ate homemade and extruded diet and only 4.2% (1 dogs) ate homemade food.



Graph 1

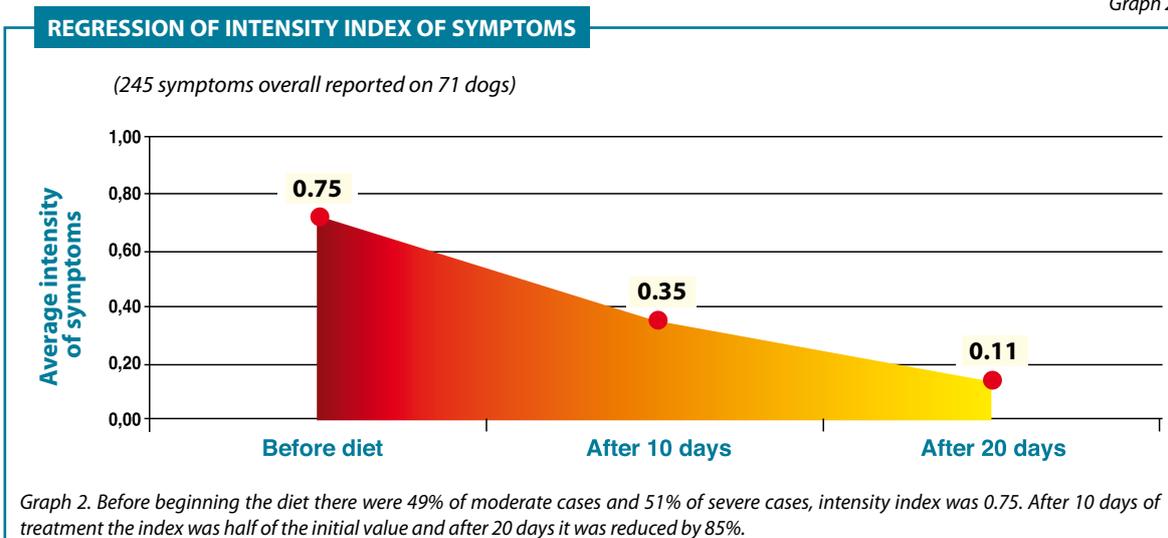


The results clearly demonstrated that **FORZA10 Dermo Active** is able to drastically and rapidly reduce the typical symptoms of dermatitis. After just 10 days of diet, 36% of symptoms observed before the diet period were gone, while after 20 days the percentage increased to 78.5% (see Graph 1).

Even the 20.7% of the remaining severe symptoms decreased in intensity. This research has demonstrated

how even though some symptoms remained after the 20 day period, the overall well-being of subjects had improved. Severe cases were improved in 98% of the cases, which either regressed to a moderate degree or disappeared altogether. In order to measure the overall symptom regression during treatment we used an INTENSITY INDEX with values that vary on a scale of 0 (no symptoms) to 1 (display of a severe degree of symptoms) (see Graph 2).

Graph 2



DISCUSSION

This dietetic trial is based on direct collaboration with veterinary surgeons who contributed their clinical experiences.

During the study, the veterinarians have found that by using **FORZA10 Dermo Active**, the first results from improvements to disappearance of symptoms can be noticed right during the first check-ups.

After 20 days of the dietetic trial period, 45.1% dogs with severe or moderate dermatitis symptoms were completely healed and there was an overall improvement in 53% of the cases, as is visible in Graph 3. Only 1 subject did not improve.

In case of dermatopathy related to non-seasonal itch, primary wounds such as erythema and papules can occur, but in most cases wounds are either self-inflicted or caused by secondary infections⁹. Feeding **FORZA10 Dermo Active** for 20 days has given great results for these symptoms especially for the following: pyoderma, wounds, foul skin odor, and redness.

As a matter of fact, in 20 days the skin wounds disappeared in 92% of the cases and in the remaining 8% only moderate degree wounds were present (based on 48 dogs with this symptom). As for itch symptoms that affected all dogs with non-seasonal dermatopathy⁹, the improvements were clearly visible: regression in 88% of the severe cases after just 10 days (68 subjects, 52 of which were severe). It is important to highlight the results achieved for pyoderma, a bacteria-caused skin infection (pathogenic Staphylococcus in most cases)^{10,11}, which is a phenomenon very difficult to resolve: in 90% of the cases, after 20 days symptoms had completely regressed (based on 29 subjects with this symptom).

Redness: a primary condition in skin pathologies⁹, disappeared in 85% of the dogs after 20 days of receiving this specific diet while the severe cases were reduced by almost 97% (67 subjects of which 43 were severe cases).

Foul skin odor is caused by ongoing infections and excessive gland production of seborrhea. It has been observed that this symptom disappears after 20 days from the beginning of the trial (61 dogs with this symptom).

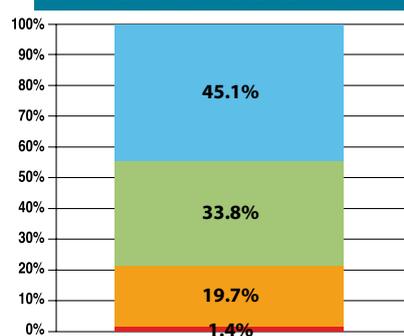
A high number of dogs presented **dull and dry coats** even a few days after receiving a bath. In comparison, any wild animal is able to rapidly return to its homeostasis. This shows why the symptom should to be considered a pathology. Proof is given by using **FORZA10 Dermo Active**: after the diet period, the coat returned to a physiological status in 65% of the cases, with the total disappearance of severe cases (37 dogs with this symptom).

Dandruff is a minor problem, nevertheless it remains a nuisance for the owner. It has disappeared in 74% of the cases and has decreased in the remaining 26% (based on 43 subjects).

Cats and dogs with food hypersensitivity, associated with non-seasonal itch are hardly sensitive to glucocorticoids and to ciclosporin⁸.

The FORZA10 R&D Center, has identified **FORZA10 Dermo Active** as a nutritional instrument for inflammations that target the integumentary system able to effectively treat pathologies resistant to conventional medicine. In fact, the study has recorded a reduction of overall symptoms by 88% just after 10 days of trial and disappearance of itching in 68% of dogs after 20 days (in 68 subjects after 20 days).

TOTAL OR PARTIAL REMISSION OF DOGS SYMPTOMS



- completely healed
- cured or improved in all symptoms
- cured or improved in one or more symptoms
- no improvement

Graph 3. After 20 days of treatment in 71 dogs, the following was recorded: 45.1% of dogs healed completely and there was an overall improvement in 53% of the cases. Only 1.4% did not benefit or improve.

Graph 3

CONCLUSIONS

FORZA10 Dermo Active was specifically studied and formulated as a nutritional instrument for inflammations, caused by food or by a multitude of other pathologies that target the integumentary system. Specific antioxidants and phytotherapics have been added to **FORZA10 Dermo Active**, which follows FORZA10's principle of using a single source of protein, and through this study can now be acknowledged as being effective against food intolerances. Thanks to the innovative and exclusive patented AFS technique, all the properties of the antioxidants and other precious natural ingredients added to the formula are 100% preserved. The study

clearly highlights two fundamental results: effectiveness and rapid action. In fact, use of **FORZA10 Dermo Active** has determined the **disappearance of 78.5% of symptoms and the healing or improvement of 98.6% of the dogs treated**. It is logical to think that once a perfect state of health is established, the daily use of other nutraceutical foods, such as FORZA10 DepurA, formulated especially to detoxify the body against free radicals and environmental pollution, could help maintain homeostasis and avoid a relapse of these pathologies.

FORZA10 Dermo Active, the object of present research, was specifically studied and formulated as a nutritional instrument for inflammations, caused by food or by a multitude of other pathologies that target the integumentary system.

FORZA10 Dermo Active meets the guidelines of the EU Directive 2008/38/CE, about dietetic food with the following special purposes: *"reduction of ingredient and nutrient intolerances"* and *"support of skin function in the case of dermatitis and excessive loss of hair"*.

FORZA10 Dermo Active features kibbles with a single source of protein (fish) and special tablets that contain a variety of natural principles. To preserve these from the high temperatures encountered during the extrusion process the tablets are made at room temperature and then 7% is added to the kibbles (SANYpet AFS European patent n. EP 2526781).

The special AFS tablets consisting of pure fish hydrolysates, give great advantages: absence of pharmaceutical excipients, high palatability, hypoallergenic, desirable kibble density for standard parameters to be easily eaten by dogs.

Specific antioxidants and phytotherapies have been added to **FORZA10 Dermo Active** which has a single source of protein (fish), and one of carbohydrate (potato); it is indicated as a nutritional aid in the treatment of acute, chronic or recurrent inflammatory processes arising both from food intolerances and/or allergies, and from other factors identified by your veterinarian. The properties of the natural extracts added in **FORZA10 Dermo Active** (titrated and standardized) are well-known both in conventional medicine and in phytotherapy:

Aloe vera (*Aloe barbadensis*). Aloe has anti-inflammatory, painkilling and detoxing properties and anti-tumor activity. Its enzymes have proteolytic and cicatrizing action in such way to dissolve and remove dead or damaged cells, stimulating the regenerative process by increasing collagen production. Aloe has immunostimulating action with activation of phagocytosis, meaning the ability of white blood cells to absorb and destroy bacteria, viruses and fungi.

Burdock (*Arctium lappa*). Its titrated and standardized extract reinforces the immune system, and it has antibiotic, antimycotic, anti-inflammatory action and neutralizes toxins. Highly suggested for eczema, dermatitis, seborrhea and allergy.

Mallow (*Malva sylvestris*). The titrated and standardized extract has moisturizing, anti-inflammatory and palliative properties.

Blackcurrant (*Ribes nigrum*). Among its countless positive actions, it is known for being rich in linoleic acid (Omega3). It is considered to be a "natural cortisone" without any collateral effects, and it stimulates the adrenal cortex response during inflammatory processes. It has immunomodulating action, as well as pain-relieving, antioxidant, anti-fungal and angioprotective actions.



REFERENCES

1. Scott DW, Miller WH, Griffin CE., *Small Animal Dermatology*, WB Saunders, 6th edition (2001), pg 543-1227.
2. Harvey RG, *Food allergy and dietary intolerance in dogs a report of 25 cases. J Small Animal Practice* (1993), 34:175-179.
3. Samson HA., *Clinical manifestation of adverse food reactions. Pediatric Allergy Immunol* 6 (suppl. 8) (1995), pg 29-37.
4. Canello S., *Reazioni avverse al cibo. Nuovi quadri patologici derivati dalla presenza di residui negli alimenti Bollettino AIVPA I* (1995), pg 15-26.
5. Canello S., *Intolleranti, come cani e gatti Farmacia Naturale* 3 (1993), pg 52-56.
6. Glos K, Linek M, Loewenstein C, Mayer U, Mueller RS. *The efficacy of commercially available veterinary diets recommended for dogs with atopic dermatitis. Veterinary Dermatology* (2008); 19:280-287.
7. Karen L., Campbell, DVM, MS, DACVIM, DACVD, *Small Animal Dermatology Secrets*. Hanley&Belfus (2004), pg 44-45.
8. Patel A., Forsythe P., Smith S., *Small Animal Dermatology*. Saunders-Elsevier (2008), pg 72-73.
9. Nuttall T., Harvey RG., McKeever PJ., *Skin Diseases of the Dog and Cat*. Manson Publishing (2009), pg 31-32.
10. Lloyd DH., *La piodermite nel cane. 53° Congresso Nazionale Multisala SCIVAC* (2006), pg 153.
11. Terauchi R., Sato H., Hasegawa T. et al. *Veterinary Microbiology*. Elsevier (2003); 94: 19-29.



Active Fresh System

European patent n. EP 2526781
International patents pending



Aloe vera
Burdock
Mallow
Blackcurrant

Omega6-Omega3 ratio 3:1

DERMO
ACTIVE
CANINE FORMULA



FORZA10 USA
1000 5th Street, Suite 200
Miami Beach, FL 33139
Toll free: 1 866 610 8078
info@forza10usa.com
www.forza10usa.com

