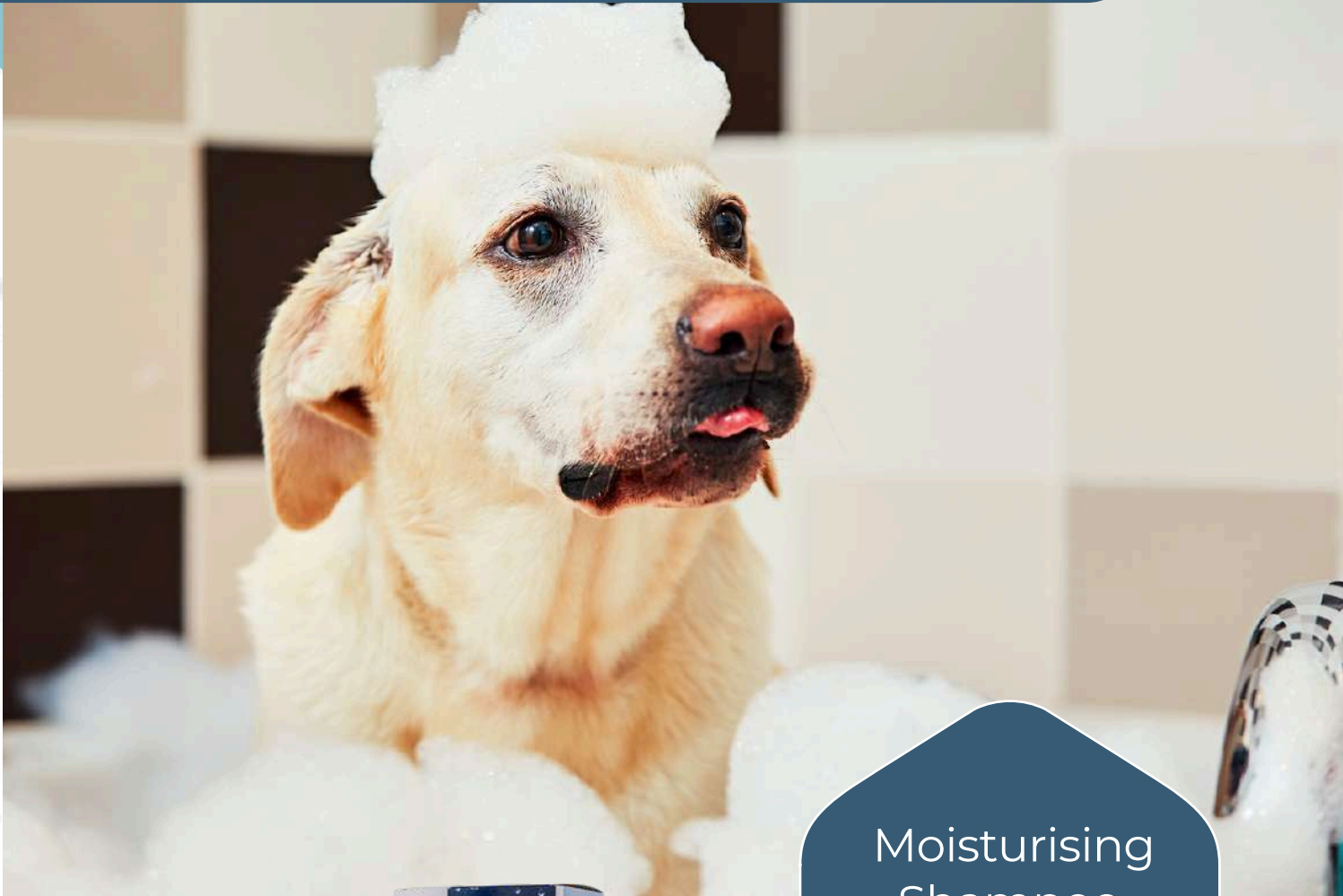


# Ermidra



Moisturising  
Shampoo,  
Spray & Foam  
For Itchy Skin



# Ermidrà<sup>®</sup> shampoo

*Ermidra Shampoo is a moisturising shampoo for dogs and cats with dry, red and itchy skin. It gently soothes the skin whilst reducing and removing scurf associated with dry skin.*

*Ermidra Shampoo helps reduce redness and itch and washes allergens and other irritants off of the skin and coat. Clinically proven and Dermatologist recommended.*

## Composition:

- **Lactic acid** – an alpha hydroxy acid (AHA) with a mild exfoliant action.
- **Betaine** – a soapless cleanser with mild exfoliant and skin-soothing action; strengthens and detangles hair, increases elasticity and reduces brittleness the skin
- **Epilobium angustifolium L.** – is soothing, calming known for its emollient and antibacterial properties.
- **Milk whey** – brightens the hair coat.
- **Sage glycolic extract** – soothes reddened skin, helps prevent dryness and is a powerful antioxidant.

## Uses:

- The gentle formulation makes Ermidra Shampoo ideal for animals with sensitive skin where the skin barrier is known to be impaired.
- For use in animals with known sensitivities to environmental allergens like pollen and dust.
- Ideal for frequent use

## How to use

- Wet the skin and coat of the animal with lukewarm water.
- Apply the product and massage for 5-6 minutes and then rinse well. Towel dry.
- Repeat 2 – 3 times a week initially, and then use as



# Ermidrà<sup>®</sup> spray

*Ermidra Spray is a deep rehydration spray that helps restore skin barrier function, nourish dry skin and reduce itch. Specially formulated with a combination of moisturising agents including Zinc Gluconate, Epilobium, D-Panthenol and Glycerin, Ermidra Spray quickly soothes the skin and reduces redness and itch caused by environmental irritants and food sensitivities. Liposomes help carry the active ingredients deeper into the skin to help repair damaged skin and restore and strengthen the skin barrier. Clinically proven and Dermatologist recommended.*

## Composition:

- **Zinc Gluconate** - normalises skin condition.
- **Epilobium angustifolium extract** - rich in astringent tannins, is known for its soothing, emollient and antibacterial properties.
- **D-pantheno-** elasticising function and normalises the water content in skin and hair. It is found in all tissues and acts as a moisturizer on hair and skin. It enhances elasticity and helps to improve the structure of hair, giving long-lasting protection against dryness.
- **Liposomes** - moisturising micro-capsules that penetrate the deeper skin layers.
- **Propylene glycol** - moisturising action.
- **Glycerine** - moisturising and softening action.

## Uses:

- Ermidra Spray can be sprayed onto reddened and itchy skin
- Ideal in-clinic to soothe clipper rash
- Use in-between baths with Ermidra Shampoo
- To deodorise the coat
- For frequent use

## How to use

- Shake well
- Spray directly onto the affected area
- Do not rub in. Leave to dry
- Repeat several times a day





# Ermidrà<sup>®</sup> foam

*Ermidra Foam is an easy-to-use dry shampoo that contains colloidal oatmeal and helps moisturise and soothe dry, red and itchy skin. It can be applied daily to cleanse the coat of dogs, cats, rabbits and other animals and help remove scurf and other contaminants such as pollen and dust. Ermidra Foam has a pleasant fragrance and helps eliminate odours. It is ideal when wet bathing is difficult or not possible.*

## Composition:

- Oat milk
- Chlorhexidine digluconate
- Propylene glycol
- Betaine
- Fragrance
- pH 7.0

## How to use

- Shake well
- Apply into the hand and rub into the coat
- Do not rinse. Leave to dry
- Repeat daily

## Uses:

- Ermidra Foam can be used to quickly wash the coat and remove dust, pollen and scurf
- For moisturising dry and flaky skin
- Soothes red and itchy skin
- Quickly eliminates bad odours
- Use in-between baths with Ermidra Shampoo or instead of wet bathing when that is difficult or not possible
- Can be used to clean animals in-clinic after procedures
- For frequent use



# Management Schedule

Localised dryness,  
redness & itch

Foam or Spray one  
or more times daily

Generalised  
dryness, redness &  
itch

Shampoo twice  
weekly + Foam or  
Spray one or more  
times daily



# Clinical Evidence



**A moisturizer formulated with glycerol and propylene glycol accelerates the recovery of skin barrier function after experimental disruption in dogs**

Pauline Panzuti , Emilie Vide□mont†, Oscar Fantini, Lucile Fardouet, Guillaume Noel, Julien Cappelle, and Didier Pin  
Vet Dermatology 2020



**Efficacy and tolerability of Ermidrà® shampoo against itchy and erythematous skin in the dog (clinical study on 20 cases)**

Ghibaudo Dr. Med. Vet. Lisa Graziano Dr. Med. Vet.





# BONUS OFFERS

CLICK HERE



For a special free of charge bonus offer on Ermidra Shampoo, Foam & Spray as well as other products in our range click above





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