



# **REDUCING LONG-TERM COSTS FOR OWNERS OF ALLERGIC PETS**

 **nextmune**

## THE ALLERGIC PET

# Tips for keeping treatment costs down long-term

### SERUM TESTING

Serum testing animals with allergy will help you identify which environmental allergens are triggering skin and ear problems.

By knowing which allergens cause the symptoms, you will be able to predict when the animal is likely to flare-up. Testing allows you to be proactive rather than reactive.

As an animal's allergy season approaches, look for early warning signs associated with secondary infections. This will allow for earlier intervention which may minimise the seriousness of skin and ear issues and negate the need for more expensive treatments.

Clients can also financially plan for courses of treatment that may be necessary during their pet's allergy season.

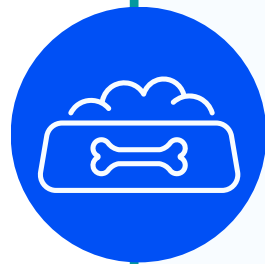


### FOOD TRIALS

Animals with non-seasonal clinical signs may be food allergic and the only way to prove an allergy to food is to do an elimination diet trial.

By switching to a novel protein diet such as Solo Vegetal, you may see an improvement in or complete resolution of clinical signs.

Identifying food proteins that cause itching and ear and skin problems and changing the food to remove them from the animal's diet, may reduce or negate the need for expensive long-term medications as the allergy can be managed by avoiding foods that trigger symptoms.



### ALLERGEN AVOIDANCE STRATEGIES

Once you know which allergens are responsible for clinical symptoms, you may be able to adopt certain strategies to avoid or minimise exposure to them and help reduce the severity of itching. For example:

- Avoid walking near trees or fields that release pollens the animal is sensitive to and time walks to avoid high pollen counts and freshly cut grass
- Increasing the frequency of vacuuming and washing bedding more regularly may help reduce exposure to dust mites
- Using an environmental dust spray like Allergone to coat house dust and minimise exposure to it may reduce symptoms. One application lasts 5 months so it is good value for money
- Use cleansing foams to wash the coat daily to remove allergens like dust and pollen from the coat



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### EAR CLEANING

Dogs with allergy often get ear problems.

If not managed, recurrent ear issues are common and this often involves frequent visits to the surgery to get costly ear medications.

The best way to help prevent relapse of bacterial and fungal ear problems is to maintain good ear health with ear cleaners.

An effective antiseptic cleanser like Otodine can be used twice weekly to help control bacteria in the ear. Clorexyderm Oto can be used to manage yeast overgrowth as it dries the ear and lowers the pH, creating an environment not conducive to yeast overgrowth.

Combining a cleaner with a stronger antimicrobial product like Peptivet Ear Drops may help resolve early stage ear problems without the need for more expensive antibiotic-based ear medications.

These products often last several months so the cost is spread out for longer.



### PAW CLEANSING

One of the most common clinical signs associated with allergy is paw licking.

Contact with dust in the home and pollens whilst out walking often triggers itching which causes the dogs to chew at their feet. Excess chewing can lead to secondary fungal and bacterial issues in between the digits.

Cleaning the feet daily with CLX Wipes helps reduce bacterial and fungal overgrowth and reduce itching. They also help to reduce unsightly saliva stains!

CLX Wipes come in a large packet of 40 wipes which can be easily halved meaning one packet may last up to 3-6 months or longer, making them excellent value for money.



### SKIN BARRIER SUPPORT

Allergic dogs are known to have a defective skin barrier. Impaired skin barrier function means allergens can penetrate the skin more easily to cause an allergic response. Impaired skin barrier also means allergic animals have an imbalance of skin microflora that predisposes them to bacterial and fungal skin problems.

It is important to strengthen the skin barrier to help reduce the severity of itching and secondary skin problems.

Using topical products to help strengthen skin barrier can help reduce the dependency on costly medications. The Atop-7 range helps support skin barrier function and reduce itching. It comes in a variety of easy to use applications including spot-on solutions, spray, foam, shampoo and cream.



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### TOPICAL SKIN MANAGEMENT

Itching associated with allergy causes dogs to scratch and lick at their skin which can result in secondary bacterial and fungal skin problems.

Using antibacterial and antifungal topical skin products can help manage skin problems. The Clorexyderm 4% range helps manage skin issues caused by bacteria and yeast and soothes itchy skin.

To ensure better efficacy it is important to ensure good owner compliance. As such, Clorexyderm 4% comes as a shampoo and an easy-to-use foam and spray that do not require water, making them ideal for use when shampooing is difficult or unnecessary. The Foam and Spray can also be used in between baths for faster resolution of the problem.

Sprays and Foams are ideal for maintenance and can be used at the first sign of a new problem. Used regularly they can help maintain healthy skin for longer. With 100+ pumps per bottle, and only 1-2 pumps needed per application, they also last a long time making them great value for money.



### IMMUNOTHERAPY

One of the best ways to help manage the allergic patient is to create a vaccine that reduces that animal's sensitivity to the environmental allergens that trigger the allergic response. Allergy testing helps identify which allergens can be included in a vaccine.

Allergen Specific Immunotherapy is a specific treatment that can help retrain the animal's immune system so that it better tolerates allergens and does not react in such a way as to cause clinical signs or to react so strongly to them.

After an initial loading dose, the patient is maintained on a monthly injection which can help reduce clinical symptoms by 50% or more in most cases. It is recommended that animals stay on the therapy for life as clinical symptoms may recur when it is stopped.

ASIT is very cost effective as the cost of treatment is spread out over 10 months and the cost of treatment is not weight dependent, meaning it costs the same to treat a 40kg dog as a 5kg cat!



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Work-up the case and find and treat the underlying cause. An initial one off cost for allergy testing will help you better understand why the patient is symptomatic and allow you to create a treatment plan that can save money long-term. If not then flare-ups will be common and treating them as they happen is more expensive.



Prevent flare-ups, don't just treat them when they occur. Use long-term preventative products like ear cleaners, wipes and foams to maintain healthy skin & ears for longer. These often last several months so offer good value for money versus medications that last a couple of weeks or incur a monthly ongoing cost



Educate owners to help them understand their pet's allergy. Help them know what to look for so they can react more quickly to the start of a flare up. Communicate clearly with them during treatment to ensure they are complying with the recommended treatment plan