TURN ITCH TIME INTO TOGETHER TIME WITH DOUXO® CALM.

DOUXO® CALM

Feature/Function: DOUXO® Calm is made specifically to help manage itching and inflammation associated with allergic conditions.

Benefit: DOUXO® Calm Shampoo and Mousse protocol is clinically proven to help control pruritus (itching) in dogs. Mousse helps reduce inflammation and helps restore the skin barrier in 5 days.

Feature/Function: DOUXO® Calm has antibacterial and anti-inflammatory properties and contains a unique molecule, phytosphingosine.

Benefit: DOUXO® Calm helps restore a healthy skin barrier to defend against allergens, bacteria and yeast.

Feature/Function: DOUXO® Calm offers a variety of application methods that are easy for pet owners to use, including: Shampoo, Mousse, Micro-emulsion Spray and Gel.

Benefit: 77% of U.S. dog owners and 83% of U.S. cat owners admit they wouldn’t be able to complete the recommended topical shampoo regimen. The four application methods of DOUXO® Calm simplify protocols and promote client compliance.

DOUXO® CALM HELPS MANAGE PRURITUS AND INFLAMMATION ASSOCIATED WITH ALLERGIC CONDITIONS.

Indications: Skin allergies such as atopic dermatitis, contact dermatitis and flea allergy dermatitis; uninfected hot spots, pruritus and sensitive skin.

Key ingredients:

**Phytosphingosine**: found naturally in the stratum corneum and some skin ceramides. Phytosphingosine applied topically can help restore the skin barrier.

**Pseudofilagrin**: glutamine-rich synthetic peptide (saccharomycoses cerevisiae extract) that increases the ability of the skin to retain water.

**Avenanthramides**: a highly purified fraction of oatmeal extract (avena sativa kernel extract) that is rich in antioxidants and has anti-inflammatory properties.

**Hinokitiol**: has antibacterial, anti-inflammatory and anti-fungal properties.

* In DOUXO® Calm Shampoo and Mousse
**In DOUXO® Calm Micro-emulsion Spray and Gel

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**Check-Off (Qualify)**
Identify if a Ceva Animal Health representative has been in recently:

**Doctor, have you recently been introduced to DOUXO® Calm?**

If **YES**, confirm and discuss benefits.
If **NO**, engage/detail the customer as the primary contact.

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**Confidence**
I believe DOUXO® Calm will provide an important tool for managing pruritus and inflammation associated with allergic conditions in your patients.

**Invitation (neutral)**
Let’s take a look at some basic information about DOUXO® Calm …

**It’s the customer’s decision**
…so you can decide whether DOUXO® Calm is a solution you’ll consider for your patients presenting signs of pruritus and inflammation associated with allergic conditions.