

Proper skin care begins
with your veterinarian



CONTROL ITCHING WITH THE NATURAL SKIN CARE TOPICAL

MAXI/GUARD[®] Zn7[®] Derm and Derm Spray are natural solutions to many pet skin care problems. **MAXI/GUARD** is a natural adjunct to conventional steroid or antibiotic therapy.

INDICATIONS:

Zn7 Derm is a protective counterirritant topical to aid in the management of superficial wounds, inflammation, abrasions or raw skin conditions. It is a natural neutralized zinc topical that provides relief from itching and dryness. Zn7 is safe for use with cats, dogs, exotics, birds, and horses.



MAXI/GUARD[®] Zn7[®] Derm 1 oz. and 2 oz.;
Zn7[®] Derm Spray 2 oz. and 4 oz.

Regular visits to the family veterinarian provide you with the best guarantee that your pet's health is sound. However, you can supplement these visits to the veterinarian with self-examination of your pet's skin and therapy with **MAXI/GUARD** Zn7 Derm.

MAXI/GUARD Zn7 contains no steroids, alcohol, antibiotics or harmful substances that may compromise the integrity of your pet's skin. It is natural and safe for daily use.

MAXI/GUARD may be applied with a clean finger or a swab applicator, or pump spray applicator. Thoroughly cleanse and dry the skin to be treated. Apply a thin layer over affected areas by applying directly twice daily. Affected areas may be bandaged or exposed. Please consult your veterinarian.

Caring for your
pet's skin...



...is as important as
caring for your own.



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The following information can help you identify both signs and major causes of common dermatological conditions.

SUPERFICIAL PYODERMA (HOTSPOT)



- Usually red and inflamed
- Can become ulcerated
- Caused by bacteria
- If left untreated, condition can progress to deep pyoderma
- Topical antibiotics normally recommended

FELINE CHIN ACNE



- Identified by blackheads on chin and lips
- Red, infected bumps that may or may not rupture and drain
- In severe cases, draining tracts, hair loss and swelling may develop
- May be itchy, causing the cat to scratch, leading to more trauma

SKIN/LIP FOLD PYODERMA



- Identified by red crusting ulcers or halitosis (bad breath)
- Bacterial or yeast origin
- Generally located on lips, nose, vulva, tail, or neck

DEEP PYODERMA



- Very red and inflamed
- Usually ulcerated
- Caused by bacteria, generally chronic
- May itch leading to secondary trauma
- Systemic antibiotics normally required for treatment

LICK GRANULOMA



- Characterized by erosion of skin with raised edges
- May be caused by chronic licking due to boredom or psychogenic reasons
- Licking of skin causes itching which results in further licking

ALLERGIC CONTACT DERMATITIS



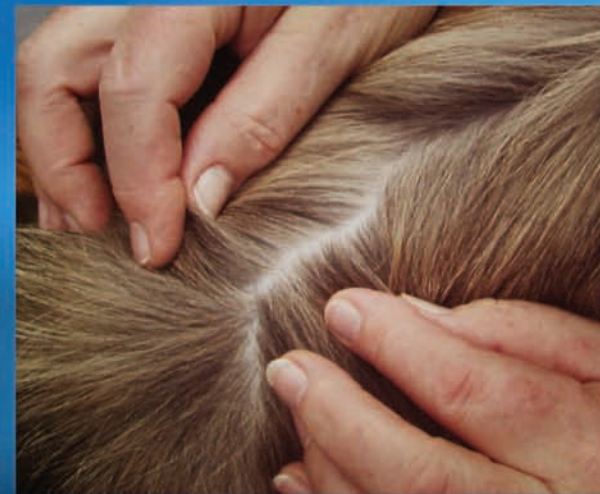
- Results in hair loss from constant scratching
- Itching caused from possible environmental irritant
- Irritant source may be from plants, medicines, chemicals or carpet.

GOLDEN RULES FOR HEALTHY PET SKIN

- Control parasites such as fleas, ticks, mites, and flies.
- Provide good nutrition, including vitamins (A, B, E) and essential fatty acids (Omega-3 and -6).
- Perform routine grooming, such as bathing, brushing, and combing.
- Be diligent and provide frequent evaluations of your pet's skin.
- Utilize natural products to the greatest extent possible.
- Have even small skin lesions evaluated by your veterinarian.

ALWAYS REMEMBER...

The skin and haircoat are windows to the inner health of your pet!



*Your doctor may recommend a variety of treatments for skin problems, such as steroids, antihistamines, antibiotics and protective bandages. **MAXI/GUARD® Zn7® Derm** also functions well as an addition to your veterinarian's prescribed treatments. Zn7 Derm can be used as skin first aid or as soothing relief for discomfort.*