

PetsLivingLonger.com



**Pet Wellness CENTER**

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Do YOU want the Best or the Cheapest?

- The Best
  - TPLO
  - Strict Food Trial
  - Sentinel
  - Atopica
- The Cheapest
  - NSAIDs
  - NonBeef- NonDairy
  - Interceptor
  - Steroids

Dr. Itchy's Derm System

**5 Steps  
To  
Best Medicine  
and  
\$68,000/year**

Dr. Itchy's Derm System

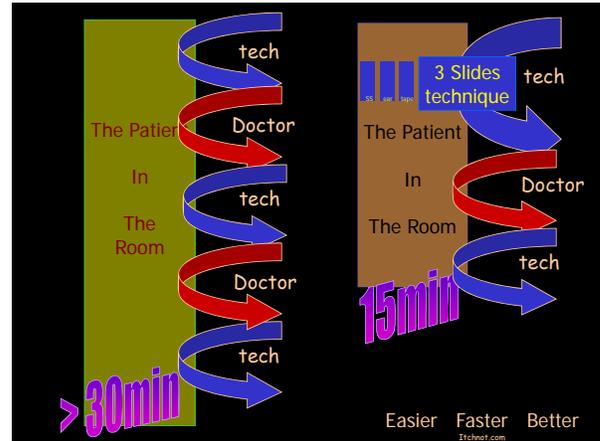
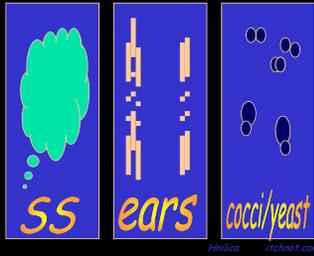
**Step #1**

**Value = \$25,000/doc/year**



## The 3 Slide Technique

- Every derm patient
- One fee \$45
- Techs can



## Dr. Itchy's Derm System



## Dr. Itchy's Derm System

# Step #2

Value = \$15,000/doc/year



What are MY dogs on??



**Capstar**

**Comfortis**

**Sentinel**

*Hillco itchnot.com*



Which is better?

- Allergy Vaccine**
  - shots
  - given qod for 1 month
  - then given q 1-2 weeks
  - works in 3-5 months
  - cheaper in huge dogs
- Atopica**
  - pills
  - given daily for 60 days
  - then given qod or q3d
  - works in 3-6 weeks
  - cheaper in small dogs

Use Obvious Signs to Guide You!



**A. LUMBAR DERMATITIS**

- Dermatitis on the lower back is usually indicative of a Flea Allergy
- Supports positive finding of fleas on 3-Slide Technique

**B. EAR RUB TEST**

- Positive pinna-pedal reflex: a reflexive rear leg itch induced by rubbing the ear margin is 80% diagnostic of scabies
- 3-Slide Technique provides confirmation

**C. PERIANAL DERMATITIS**

- Usually related to Food Allergy
- Particularly in Labradors and German breeds

**D. FOOT LICKING**

- 85% of the time foot-licking dogs are atopic (pollen allergic)
- 5% will have

**Atopy Atopy Atopy Atopy**

**Atopy Atopy Atopy**

Dr. Itchy's Derm System

**Step #3**

**Value = \$10,000/doc/year**

**If you must . . .**

**1cc/10-20lbs IM**



- **Dexamethasone Na Phos**
  - **Injectable**
    - Owner must talk to you – in person
    - No automatic refills
    - “Fast”
  - **Short acting**
    - Safe, no PU/PD, no UTI, no demodex
    - Stabilize membranes for 2 weeks
    - Minimal immunodepression

**Dr. Itchy's Derm System**

**Step #4**

**Value = \$10,000/doc/year**

**Necessary Shampoos**  
Pick only 1 product for each spot

- Antibacterial
- Benzoyl Peroxide for Demodicosis
- Non-Medicated
- Anti-yeast
- Anti-itch Conditioner
- Antimicrobial Wipes

**Necessary Ear Meds**  
Pick only 1 product for each spot

- Antibacterial Anti-yeast w/ steroid  
Mometomax
- Pseudomonas Tx  
Tris EDTA<sub>4oz</sub>  
w/ LA Baytril<sub>12oz</sub>  
TB Keto Solution
- Ear Mitacide  
Acarexx  
Milbemite
- Alcohol flush for swimmers  
Vet Solutions
- EpiOtic Advanced

**5**

**Must Have Drugs!**

**Must Have Drugs!**

**#1**



Must Have Drugs!

#2



Must Have Drugs!

#3



Must Have Drugs!

#4



Dr. Itchy's Derm System

Step #5

Value = \$8,000/doc/year

Finally,  
we have a NSAID  
for Allergies ...

Hnilica 2007



Hnilica 2007

### Use Obvious Signs to Guide You<sup>2</sup>

**A. LUMBAR DERMATITIS**

- Dermatitis on the lower back is usually indicative of a Flea Allergy
- Supports positive finding of fleas on 3-Slide Technique<sup>2</sup>

**B. EAR RUB TEST**

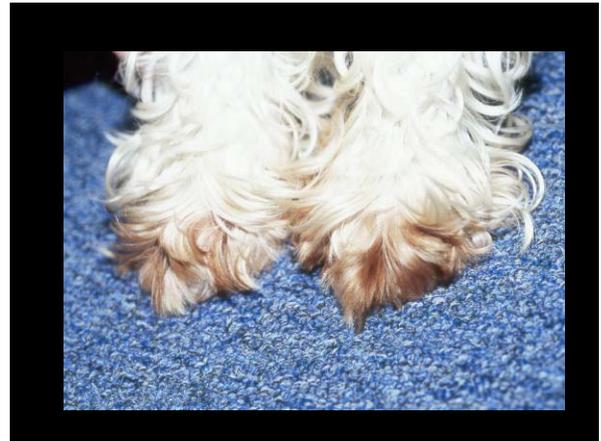
- Positive pinna-pedal reflex: a reflexive rear leg twitch induced by rubbing the ear margin is 80% diagnostic of scabies<sup>2</sup>
- 3-Slide Technique provides confirmation

**C. PERIANAL DERMATITIS**

- Usually related to Food Allergy
- Should be suspected if age of onset is less than 1 yr. or older than 5 years
- Particularly in Labradors and German Shepherds

**D. FOOT LICKING**

- 85% of the time foot-licking dogs are atopic (pollen allergic)<sup>2</sup>
- 15% will have Food Allergy



## FOOT LICKING

Atopica is a registered trademark of Novartis Animal Health US, Inc.

## Successful Control With Atopica

Before treatment

After treatment

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## Soft Grapes

**Preventing Vomiting**

- Reglan
- Give after food
- Freeze the capsule
- Divide the dose

**Soft Stool**

- Give after food

**Fiber**

- 2% rate
  - long hair
  - gingiva swelling
  - lethargy
  - Warty growths
- **NO SCARY THINGS**
  - NO CANCER
  - NO UTI
  - NO DEMODEX
  - NO PYODERMA

## Look for the OBVIOUS

**Foot Licking** → Pollen Atopy

**Lumbar** → CAT

**PERIANAL** → Food Allergy

**Pineal Pedal Reflex** → Scabies

**Symptomatic Therapy**

- Immune TX
  - Allergy Vax
  - Atopica
- Capstar qd 1 month
  - DOGS: Sentinel, Promeris
  - CATS: Revolution
- NonBEEF NonDairy
- Strict Food Trial
- Revolution q 14 days
- Ivermectin q 14 days

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