

Product Name: DITCH THE ITCH skin relief drops

Disease/Health Issue Explanation: Itchy skin isn't just skin deep. Years of case management have seen approximately **80% of cases of itchy and smelly skin to be directly related to diet.** Diets based on biscuits, cheese, lamb, beef, pork and chicken have proven to be the biggest triggers for itchiness and all general skin issues. Dogs with food-based skin issues tended toward random itching: feet and legs, armpits, belly, anus, face and ears being commonly effected areas. **Upon changing their pet's diet away from biscuits and farmed meats, 80% of triallists saw their pet's itching subside** - and completely subside in many cases. Environmental triggers (grasses, contact with chemicals, etc) only equate to around 35% of flare ups, trialled. Dogs with contact type triggers often display on feet and belly - the point where they make contact with the allergen or chemical. Often, once the dietary triggers were alleviated, the dog was much less affected by the environmental trigger. Spring time is always the biggest time for flare ups to occur. And if your pet has suffered itching for considerable time, it can take a while for their reactivity to calm from Spring into Summer as heat aggravates their already reactive and

sensitive skin. The root cause needs to be addressed for true healing to take place in your pet's skin. Whether internal factors (food, stress, underlying health issues, etc) or external triggers (contact allergies, environmental allergens, etc) **DITCH THE ITCH** is designed to help your pet transition into a healthier diet and lifestyle by managing the itch and the odour. It gently triggers the immune system to relieve the histamine level associated with such intense itching.

Although itching, itself, is a symptom rather than a primary issue, it can become an issue through continued aggravation, potentially causing chronic and systemic issues.

Product Explanation: **DITCH THE ITCH** skin relief drops are designed to help your pet transition into a healthier diet and lifestyle by managing the itch and the odour. It gently triggers the immune system to relieve the histamine level associated with such intense itching.

Important: Your pet will require bathing as the itch subsides. They will give off a yeasty type odour as die back occurs. We recommend nectar's dog shampoo bar as it contains only a small quantity of coconut oil (which is extremely drying and potentially aggravating to already sensitive skin)

as well as the best Manuka oil – sourced from one of NZ's pristine outer Hauraki Gulf islands.

Coming soon: Due March 2023: DITCH THE ITCH topical skin relief spray. A 100% natural instant itch reliever that works perfectly alongside the skin relief drops and, HOT SPOTS... a 100% natural topical skin spray that can be sprayed directly onto broken, swollen and rash-covered skin. It brings relief and healing to the skin and works in great combination with the skin relief drops.

SPRINGTIME SOOTHER will be released in the coming months (before springtime) and particularly targets grass allergies. You may consider this as a better option if your pet experiences itchy skin particularly at spring time rather than continually.

Purchase Options: DITCH THE ITCH is currently available for purchase in 2 options:

1. Pump action bottle
2. Refill bottle

The 50ml pump action bottle is suitable for immediate use. The 50ml refill bottle is a replacement for the body of the pump action bottle.

Dosing Instructions: ROAR's DITCH THE ITCH skin relief drops is made for cats and dogs with itchy

skin and yeasty type coats. Every pet with these conditions is in various states of health and various stages of itching. The dosing suggested is aimed to provide relief for the most sensitive of pets – and so we have taken a conservative approach. To fully resolve this issue, we tend to see a 2-4 week window required.

Dosage: Dose twice daily onto a small piece of healthy treat. 1 pump = 1 dose. Provide water to drink – but don't offer food or toys for 15 minutes either side of dosing. If your pet drinks from their water bowl, you can put 1 pump into it (instead of onto a treat) so they can dose themselves throughout the day.

Once symptoms ease, you can take dosage down to once daily or cease if they leave completely.

This product is safe for long-term use, so if the trigger takes a while to discover (or simply can't be removed) you can safely continue dosing.

Expectations: The efficacy of DITCH THE ITCH skin relief drops was noticeable fairly immediately – within 3 days. Even in cases where there were long-term, severe itching, and even in cases where long-term use of steroid medication was not working as the owner had hoped, DITCH THE ITCH skin relief drops made a marked difference

quickly. And even trialling this in the height of a heat wave, where itchy dogs were at their itchiest. Of tested remedies, DITCH THE ITCH skin relief drops operated quite differently than expected, given that general veterinary principles say that the newest symptoms cease first, and we can expect a month of healing to be required for every year a particular health issue has existed. During trialling, dogs with long-term and severe itching found relief quickly – even when their skin was at its worst. Some very extreme cases of itchy skin were trialled, and following are notes about these:

- One dog, 12 years old, had experienced such severe itching for many years, that he would itch himself against the side of the house, fence, against trees, etc., to try and gain relief. There were several factors that made it worse. Firstly, his well-meaning owner washed him every week in either a coconut-based pet shampoo, or using a particular 'itch wash' shampoo at a local pet store bathing station. Coconut-based shampoos are very drying, and then using the itch wash on top of it proved far too much for this dog's sensitive skin to be able to withstand. In his case, he was being over-washed, and also washed with

inappropriate products, given his situation. Relief came for this dog in change of diet (avoiding lamb, beef, pork and chicken and opting for a diet of wild proteins), ceasing using coconut-based shampoo, and stopping the weekly 'itchy dog' washing at the pet store. DITCH THE ITCH aided the transition, keeping the itching under control, as his skin healed.

- In one case, a dog bothered by being quite overwhelmed by his flea burden, found skin relief, as his owner treated the flea condition. The bite's itch relieved after 3 days.
- One young Labrador, who scratched nearly non-stop (but without any sign of fleas) was aided using the drops as her owner experimented with her diet. She also stopped a diet based on chicken and beef (opting for more novel and wild proteins, like rabbit and wallaby) and found ongoing relief for her skin issues.
- One young (under 2 years old) Cavalier King Charles Spaniel, could not find relief for the itching he experienced. His owner had left no test out in efforts to figure out what the problem was. Yet his itch never ceased. He scratched nearly constantly. Cytopoint injections managed the itch well, for about 6 months,

then its efficacy started to wane. An oral medication was offered, which did offer some relief, but not as strongly as the Cytopoint originally had. This young dog has done well on DITCH THE ITCH – for nearly 3 years. Its efficacy hasn't seemed to wane. The owner administers drops when she sees him begin to itch again, and this calms them down.

Interestingly, the period of time between needing to dose is lengthening. Originally it was up to 6 times a day – now, it is only around 3 times a week.

- One 6-year-old Greyhound had chewed her feet and legs raw. She had numerous vet visits, diet changes and medications – but nothing seemed to provide much relief for her. With the use of the DITCH THE ITCH drops Harper started leaving her skin alone, allowing some healing to take place. Every now and then she would lick her feet – but not seem to chew them. The owner used a pool noodle around her neck to stop her getting at her skin – as it wasn't seeming to aggravate her... rather just seemed more a habit. The use of the pool noodle and putting little dog socks on her feet, broke the habit of touching and licking her damaged skin. Her skin has fully healed now.

Other Protocols to Consider to Aid in the Treatment of Itching Skin: As stated in the 'Disease/Health Issue Explanation', itchy skin isn't just skin deep. **80% of cases of itchy and smelly skin to be directly related to diet.** Diets based on biscuits, cheese, lamb, beef, pork and chicken have proven to be the biggest triggers for itchiness and all general skin issues. A huge factor in good health is variety over time. Processed food diets often contain the same proteins – chicken and beef. The supermarket has an enormous range of pet foods... but reading the labels, many of them are just the same thing. The same cereals. The same proteins. Each package may look different, but their contents are pretty much the same. Even products now advertised as 'grain-free' still suffer from the same protein content, usually. **Pets NEED variety...**so steer clear of the usual options. Try other protein options – there are plenty available... rabbit, fish, venison, possum, etc. This alone often relieves the issue. Another thing to consider is that animals that have, or have had medication, often have a weaker gut. Sometimes the best thing you can do is a course of probiotics. This helps food to be better used in the body, which in turn can relieve skin issues. **So many skin issues are born out of poor gut health.**

A good general rule is this: **REMOVE... REPLACE... REPAIR.**

- **REMOVE** potentially inflammatory dietary triggers;
- **REPLACE** with them carefully (ONLY MAKE ONE CHANGE AT A TIME... that way you will not overburden your pet with the amount of change introduced, but you will also understand their reaction to each new thing), with more suitable options;
- as a result... it is possible to **REPAIR** the root problem.

External triggers: The world is full of plenty of things that can trigger itchy skin. Chemicals used in the home; well-meaning but misplaced use of shampoos and balms, (not just medicated ones, but ones with essential oils too. Animals DO NOT react to essential oils in the same way people do), over-bathing, over-use of flea treatments, etc. can cause chronic itching. Also, grasses, pollens and other seasonal allergens can pose problems. Spring time can be particularly volatile. As suggested above: **REMOVE...REPLACE... REPAIR.**

- **REMOVE** – what might you be using (or over-using) in your home that may be causing itchy skin? A particular cleaning chemical? Remember...

pets walk around on floors and maybe the floor is being cleaned with a potent chemical that pets are ingesting through their skin and via their mouth, when licking their feet. Air fragrance? Scented home burner melts? I am terribly reactive to home burner scented melts... I love the smells but get headaches and skin rashes when I do use them/have used them. Is your pet over-bathed? Over flea-treated? Are they exposed to grasses like Wandering Jew or Kikuyu? What about stress? Stress is a HUGE trigger for itching... is there an introduction of a new pet, a new neighbour, a house move?

- **REPLACE** – can you replace some of the potential objects that could be causing these things? Can you change your home cleaner to a natural one? Could you provide a barrier between your pet and any of the potential triggers? Sometimes it's not possible to entirely root out the problem – but it is worth looking at how it can be better managed.

- **REPAIR** – repair can come when the root cause is addressed.

Sometimes it is not possible to fix the root cause. So, then we turn to management. DITCH THE ITCH skin relief drops have proven effective at soothing itching skin. Looking for new ways to solve the

itch, these drops can stand in the gap until we uncover the root cause.

Dispensing: DITCH THE ITCH skin relief drops are dispensed in 50ml aluminium bottles with pump action dispensing. This is a deliberate move away from traditionally prepared remedies where drops are dispensed by a self-limiting dropper. The pump action prevents bacterial contamination (that easily occurs when administering drops into an animal's mouth through a dropper), as well as providing a measured dose. 1 pump = 1 dose. Each 50ml bottle contains 130 doses.

DITCH THE ITCH skin relief drops are:

- entirely non-toxic and safe for use for any animal but not recommended for animals 12 weeks or under as it may loosen stools,
- safely used alongside current prescription medication and supplementation,
- safe for use in pregnant and lactating animals,
- made in New Zealand, from products sourced in New Zealand,
- guaranteed for a shelf-life of 2 years.

Storage: The remedy must be stored in a cool place, away from direct sunlight, heat and strong

smells, as this is proven to break down the efficacy of the product. An ideal storage space is a bedroom drawer or a kitchen cupboard away from strong smelling substances (e.g. spices) and heat (e.g. where the sun hits or where the kettle is boiled). As with conventional medicine, the optimal temperature is 10-20 degrees Celsius, for storage. **Do not store in the refrigerator.**

Ingredients: DITCH THE ITCH skin relief drops are prepared in a base of vegetable glycerine and spring water. Other ingredients include: Sulphur and Natrum muraticum.

FAQs:

• What if I give more than 1 pump in a dose? Will it hurt them?

No – not at all.

• I don't think I gave my pet a full pump as a dose. Will it still be effective?

As long as the dose made contact with the inside of the animal's mouth it will be effective.

• Can I use the drops on my rabbit? On my horse?

Yes – absolutely. DITCH THE ITCH skin relief drops are suitable for any pet or animal.

• How long will it take to see results?

Actually, pretty quickly! But it may take 2-4 weeks to really resolve.

ALWAYS CONSULT YOUR VETERINARIAN IF YOU HAVE ANY CONCERNS ABOUT YOUR PET'S WELL-BEING.