

Ingredient Rationale: Proanthozone Derm®

Essential Fatty Acids (EFAs) – Fish oil is a common source of EFAs. Information in veterinary literature has shown that fish oil supplements were effective in helping manage skin & coat issues in 11 to 27 percent of dogs. They are often recommended for dry flaky skin and dull coats. The EFAs that are important for dogs are Omega-3 and Omega-6. Most veterinarians recommend EFAs be used with other supplements for the best results.

Bioflavanol, Oligomeric Proanthocyanidin (OPCs) – OPCs are very strong water-soluble plant polyphenol antioxidants. They have been shown in research to be 20 times stronger than vitamin C and 50 times stronger than vitamin E. Antioxidants help the body control cellular damage from free radicals. OPCs support a healthy skin & coat during allergy season or other times of the year when pets skin & coats are stressed.

Vitamin A – An important fat-soluble antioxidant, vitamin A is needed to maintain normal epithelial tissues (skin, mucous membranes). It is also important for cell maturation, tissue building and immune system health. It is used to for skin health, among many other benefits, and is important for protein utilization. A deficiency can cause dryness, and other skin health problems.

Vitamin E – An important fat-soluble antioxidant with a great deal of research on its benefits. Essential to cell membrane health and survival, this antioxidant promotes healthy skin and coat. Supports a healthy immune system and stops cell damage by inhibiting the oxidation of fats from free radicals. Veterinarians often recommend vitamin E for skin and coat health support.

Zinc – An antioxidant mineral that is essential for the synthesis of bone, healthy skin and immune system function. Zinc is an important mineral that is found in every cell of the body. Important for protein synthesis and metabolizing carbohydrates.

Alpha lipoic acid – A unique antioxidant with its own benefits that also helps restore and recycle other antioxidants like vitamins C, E, and glutathione. Its ability to fight both water-soluble and fat-soluble free radicals makes it especially beneficial. Free radical damage to skin cells has been linked to skin & coat problems. Alpha lipoic acid is also an important part of the process that turns sugar into energy in the body.

Spirulina – A green food that contains many essential amino acids, antioxidants, minerals, B and E vitamins, choline and essential fatty acids. It is a good source of beta-carotene. Spirulina is a highly bioavailable (absorbed easily into the digestive track) free radical fighter.