

The Complementeze Range

Another Innovation from Forte Healthcare

Forte Healthcare, a niche animal healthcare company, is dedicated to offering innovative animal healthcare solutions to vets and pet owners. We understand the importance of the relationship between vets and pet owners and the level of trust that pet owners place in their local veterinary practice. This is not only advice given for their animals but also their product recommendations.

Bringing vet and owner pet care together

The world of veterinary healthcare is changing. Pet owners are becoming increasingly conscious of their pets' health and therefore, demand more from their vet.

Meeting the needs of the veterinarian

With extensive market research, Forte Healthcare has identified a real need for an affordable, effective product range that allows over the counter products to be sold with veterinary endorsement. The Complementeze range of products do not require a prescription.

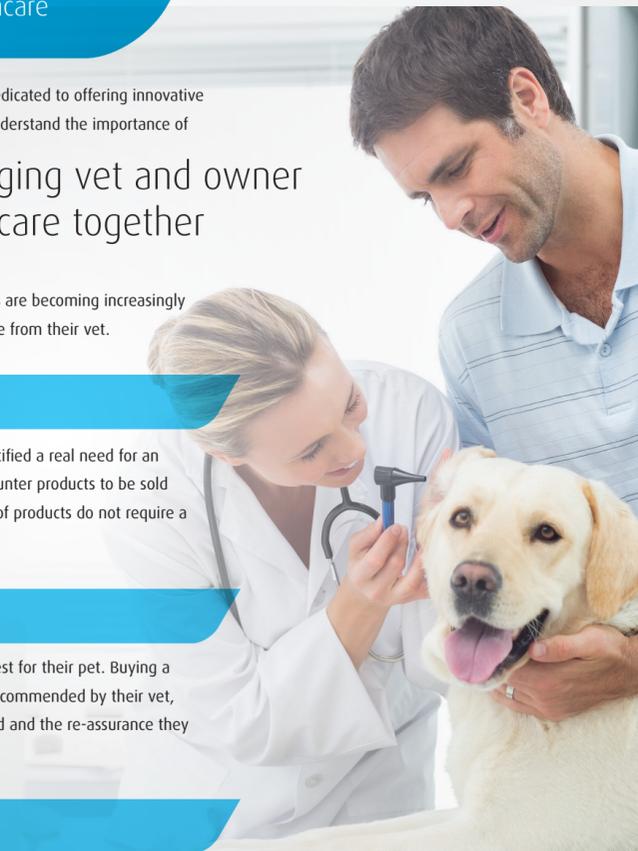
Meeting the needs of the pet owner

Conscientious pet owners like to feel they are doing the best for their pet. Buying a trusted, effective, premium product which is known and recommended by their vet, gives the owner the endorsement that gives peace of mind and the re-assurance they ask for.

Product standards

All products in the Complementeze range are manufactured and packaged to the highest industry standards.

- Pack sizes are available to ensure convenience and ease of use for the pet owner and ease of sale for the practice.
- For effective and repeated use, the standard of the ingredients chosen ensures a little goes a long way.
- Product formulations have been carefully designed for specific conditions.
- Products have been designed for over-the-counter sale and do not require a prescription. However local regulations should be checked.
- Positive feedback continues to be received from the growing number of users of the Complementeze range, confirming the objectives set for the products in their design stage.



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The Complementeze Range

Malabeze | Aloeze | Auraleze | Scenteze | Allgeze



Healthcare Products for Companion Animals





Malabeze

Universal Medicated Shampoo for Dogs and Cats



Malabeze shampoo is a deep cleansing and deodorizing shampoo which can be used to help alleviate most of the common dermatological conditions found in dogs and cats. The majority of atopic dogs with secondary bacterial and fungal overgrowth will show an improvement in symptoms with the regular use of a specially designed medicated shampoo.

The neutral pH, non-irritant and moisturising qualities mean it is suitable for frequent washing, with one bottle often outlasting owners expectations.

Malabeze has distinct advantages over the market leading medicated shampoo; it does not require a prescription; offers a faster contact time and comes at a distinctly competitive price.

Malabeze has all the advantages of a medicated shampoo without the need for a prescription.

Key Ingredients:

Chloroxylenol, chloroxylenol & sodium thiosulphate; propylene glycol, salicylic acid, citric acid & olefin sulphate; salicylic acid & sodium thiosulphate

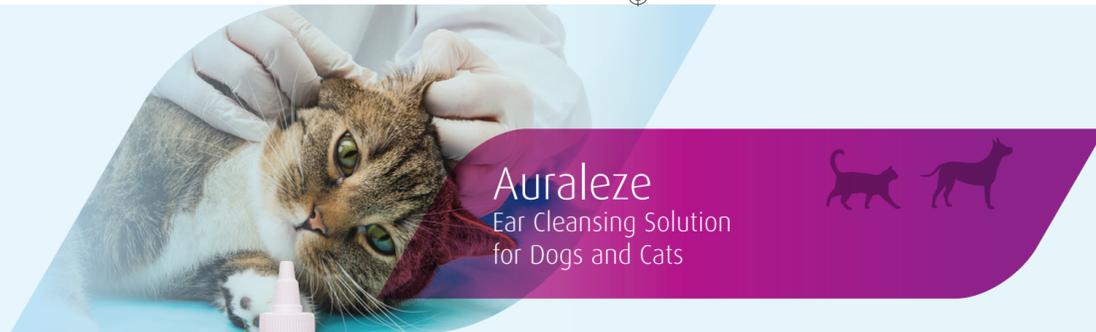
Presentation: 120ml and 500ml bottle.

Key Benefits:

- Long lasting
- No prescription required
- Moisturises
- Shorter 5 minute contact time
- Competitive price

Common Pet Skin Conditions:

- Pyoderma
- Secondary symptoms of atopy
- Malassezia skin infections
- Bacterial and fungal skin infections
- Greasy or dirty coats
- Keratolysis and pruritus



Auraleze

Ear Cleansing Solution for Dogs and Cats



Auraleze is specially formulated to deodorize and gently clean, dry and acidify the external ear canal. This provides an environment which helps to maintain healthy ears and aids in the prevention of external ear infections.

Otitis externa is inflammation and/or infection of the pinnae and canal. This is a very common problem, with certain pets and breeds being pre-disposed ie; Spaniels and Basset Hounds. This leads to a build-up of 'organic matter' that must be gently cleaned away before treating with antibiotics/anti-inflammatories. Auraleze can be used as a cleanser during active otitis or to maintain normal conditions in the ear.

Ears get sore, smelly, itchy and sometimes have exposed wounds that will be painful if treated with compounds that sting. Auraleze is a gentle and effective way of removing the organic matter and can also be used as routine preventative care in those pets who are known to be pre-disposed to these problems.

Key Ingredients:

Denatured alcohol, lactic acid, benzoic acid, salicylic acid, dioctyl sodium sulfosuccinate, propylene glycol, aloe vera gel and deionized water.

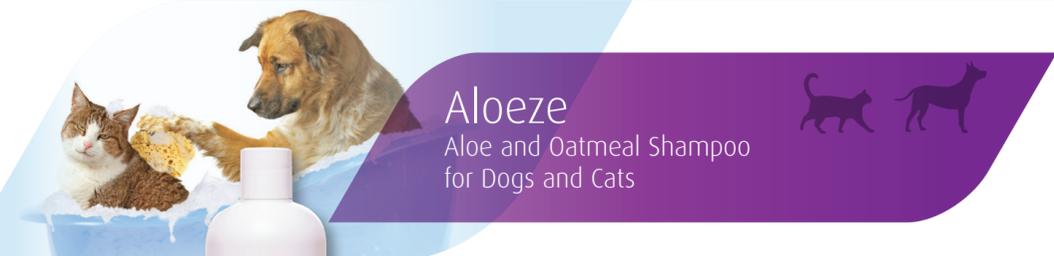
Presentation: 120ml and 250ml bottle with applicator

Key Benefits:

- Gentle action mild cleanser
- Non-irritant
- Suitable for cats & dogs
- Inexpensive
- Superior quality
- Contains soothing aloe vera
- Pleasant smelling

Use For:

- Maintenance of a healthy ear canal
- Suitable for owners to use at home
- Inexpensive for in-clinic use
- Efficient removal of grease, crusts and other organic matter from the ear canal



Aloeze

Aloe and Oatmeal Shampoo for Dogs and Cats



Aloeze shampoo is specially formulated for use as a general shampoo to maintain normal skin condition and soothe dry skin. It's formulation adds essential moisture while providing a rich lather which gently cleanses the skin without removing natural skin oils.

Practices and owners alike need to have a good quality, moisturising and safe general purpose shampoo, for everyday washing and grooming. Aloeze contains natural ingredients including aloe vera and oatmeal, making it mild enough to be used on a regular basis.

Aloeze is a non-prescription, general use cleansing and moisturising shampoo designed for everyday washing and grooming and helps maintain a healthy coat and skin condition.

Aloeze shampoo is particularly pleasant smelling, making it popular with pet owners. It is also pH balanced, so it will not dry out the skin like some other shampoos.

Key Ingredients:

Sodium C14-16 olefin sulfonate, cocamidopropyl betaine, cocamide DEA, polyquaternium-10, glycerol, oatmeal flour, lactic acid, sodium hydroxymethylglycinate, fragrance, aloe vera gel and deionized water.

Presentation: 500ml bottle

Key Benefits:

- Maintains a shiny, healthy, coat
- Moisturizes dry skin
- Non staining
- Inexpensive & long lasting
- Fragrant
- Soothing benefits of aloe vera & oatmeal

Uses:

- Safe to use with existing skin problems
- Suitable for puppies and kittens
- Gentle enough for routine use
- For use with topical flea preventatives
- All purpose shampoo for animals with dry or dirty coats



Scenteze

A convenient multi-dose skin care solution for dogs.



Suitable for all coat types, Scenteze helps reduce skin irritations, shedding, dull coat, excessive hair loss and bad smells.

Warmer climates and modern heating systems can cause pets' coats to dry out, leading to skin problems and unpleasant odours.

Scenteze is a topical application that rehydrates the skin by replacing essential oils.

Replacing lost oils can help maintain skin and coat condition. It contains natural ingredients including eucalyptus oil, lavender oil, tea tree oil, cedarwood oil, rosemary oil and vitamin E oil.

Scenteze re-hydrates the skin and eliminates unpleasant odours.

Administration:

- <10kg = 1ml (+/- 4 pumps) once a week
- 10-20kg = 2ml (+/- 8 pumps) once a week
- 20-40kg = 3ml (+/- 12 pumps) once a week

Key Benefits:

- Removes unpleasant odours
- Comes in a pump bottle for easy application which pets find easy to tolerate
- Contains natural soothing oils which can help improve skin condition, making brushing easier and giving a sheen and lustre to the coat
- Affordable



Allgeze-3

A High Value Omega-3 Fatty Acid Supplement for dogs and cats



A supplementary source of high value Omega-3 fatty acids, supplying EPA and DHA which helps maintain healthy joints, skin and coat. The fish oil in Allgeze-3 is in the natural, triglyceride form.

Many essential nutrients have to be supplemented through the diet. One such group is known as Essential Fatty Acids or EFAs.

Which Essential Fatty Acids should we supplement?

EPA (eicosapentaenoic acid) and DHA (docosahexaenoic acid). EPA is a precursor of anti-inflammatory and anti-thrombotic mediators. DHA is an important part of cell membranes and is believed to have anti-inflammatory actions. Allgeze-3 is an excellent supplementary source of the high value Omega-3 fatty acids EPA and DHA.

Ingredients:

COMPOSITION: Fish oil (EPA 18% and DHA 12%)

ADDITIVES (per Ltr) Vitamins:

E672 Vitamin A: 200,000 IU

E671 Vitamin D3: 50,000 IU

E700 Vitamin E: 2,000 IU

Presentation: 250ml pump bottle

Administration:

Being highly palatable, Allgeze-3 is easy to give to a pet. Convenient once-a-day dosing comes in the form of a special, calibrated, 250ml liquid pump in pet safe plastic bottle.

(Each pump contains 1ml)

Animals Weight	Pumps per Day
3.6-8.6kg (8-19lbs)	½ pump/1-2ml
9-17.7kg (20-39lbs)	1 pump/1ml
18-26.8kg (40-59lbs)	2 pumps/2ml
27-36kg (60-79lbs)	3 pumps/3ml
36.4-45kg (80-100lbs)	4 pumps/4ml

How long will Allgeze-3 take to work?

This will depend on the initial condition of the pet. However, in general, improvement should be seen within 4 weeks.

"20-50% of dogs with allergic pruritis will improve with modification of fatty acid, if secondary bacterial and yeast infections are controlled"

(AMERICAN COLLEGE OF VETERINARY DERMATOLOGY).

Common Pet Conditions:

- Inflammatory skin conditions
- Inflammatory joint conditions
- Cardiac health conditions
- At the signs of EFA deficiency, such as a dull coat or dry, scaly and itchy skin: EPA (eicosapentaenoic acid) reduces inflammation by displacing arachidonic acid (AA) in cell membranes and decreases the formation and activity of inflammatory eicosanoids.

Fish oil yields the highest levels of EPA

- EPA and AA compete for the same enzymes (lipoxygenase and cyclooxygenase) in the formation of different types of eicosanoids
- Through the process of competitive inhibition, EPA will displace AA resulting in the formation of fewer inflammatory eicosanoids.

Why Choose Allgeze?

- The oil in Allgeze-3 is sourced from superior quality fish oil, not flax seed oil (flax seed oil is rich in alpha-linolenic acid (ALA) but contains no EPA).
- High concentration formula - the latest research from the American college of dermatology shows that if Omega 3 supplementation is to be beneficial, the dosage needs to be far higher than was previously thought. (data on file)
- Allgeze-3 is blended to have the correct amount of EFAs, in the correct ratio, to comply with the latest research.
- Allgeze-3 is supplemented with vitamins A, D and E.
- The administration is precise, safe and user friendly.
- There is a significant cost saving compared to other brands.

The Complementeze Range

Complementary Healthcare for Pets

For The Pet Owner:

This range has been developed, designed and manufactured to be available exclusively from veterinary practices. If you are a pet owner, contact your local vet about the availability of these products in their practice.

For The Vet:

Please contact Forte Healthcare about ordering these products for your practice.

