

RED HEALER EQUINE e SPRAY AND ROLL-ON

A natural topical application for equine IBH (insect bite hypersensitivity)

Equine Insect Bite Hypersensitivity also known as 'Queensland Itch' or 'Sweet Itch' is a common equine genetic skin condition involving an allergy to Culicoides species midges (1-5) with an estimated 1 in 10 horses affected world-wide. (6-9) Many countries have much higher incidence including 39% of German horses , 21 % of Israel horses and 70 % of Netherlands horses by example.

In Australia the warmer climatic regions of QLD, NSW, WA and NT with accordingly higher incidence of midge populations have greatly increased levels of IBH. 60 % of QLD horses are affected. (10-12)

At present efficacious treatment options for IBH remain elusive, with conflicting results and success rates <50% for hypo-sensitisation therapy and steroid-based immune-suppression (13), with a recent double-blind, randomised, placebo control study failing to show any benefit for allergen-specific immunotherapy. (14)

Thus, treatment strategies are mainly palliative and targeted at ameliorating clinical signs. Management strategies are based on insect control and avoidance, which is difficult and impractical under common equine management and husbandry practices.

These include frequent application of repellents and insecticides, rugging from ears to tail (which is problematic in hot climates), and the use of industrial fans. Thus, IBH results in major discomfort, compromised welfare, owner frustration, and high costs to the industry.

There is a great market need for a safe OTC (non-prescription) effective treatment for IBH.

Red Healer, after many field trials, have formulated a natural product that has unique multiple insecticidal, anti-itching and anti-inflammatory actions, is easily applied and is natural based (no withholding periods for horses in competition)

Red Healer Equine Spray has been formulated to ensure that Qld Itch or IBH is prevented but also treated.

Formulation of the product has specifically incorporated ingredients that have:

- Natural insecticides that target midges, mosquitos, flies and ticks;
- Anti-allergic properties;
- Hyperkeratotic activity to remove crusty scale;
- Wound healing properties;
- Anti-inflammatory actives;
- Antibacterial actions to prevent and treat secondary infection;
- Powerful anti-pruritic actions (stops itching);
- Synergistic actions whereby the natural ingredients work together to enhance effectiveness;
- Fixative properties to adhere to the skin when sprayed, for better long-term protection and treatment

SUMMARY:

A world-first effective treatment for a condition that genetically affects 25% of all horses.

Efficacy confirmed by Australia's leading Equine University and Scientists

A unique-to-market 3 in 1 multi-action application. (repels insects, stops itching and heals the lesions)

Natural formulation.

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**The Red Healer Equine Spray (and Roll-on) has just been the subject of an IBH clinical trial conducted by scientists at Australia's foremost Equine University. (Gatton University of Queensland Equine Specialist Hospital)*

The scientists confirmed that this very common genetic equine skin affliction has no effective treatment. Preventative measures such as rugs and insecticides are currently the only mainstay of treatment available.

The trial was very successful and this product is the first effective treatment for IBH.

The trial was presented at last year's Australasian Veterinary Science week convention Gold Coast QLD and the American College of Veterinary Internal Medicine Conference in Phoenix Arizona and has been published in the Australian Veterinary Journal



ORIGINAL ARTICLE

Essential oil spray reduces clinical signs of insect bite hypersensitivity in horses

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Abstract

Objective

To assess the efficacy of an herbal spray combining various essential oils, with a claim of mast cell stabilisation, antipruritic, anti-inflammatory, and insect repellent effects on the clinical presentation of insect bite hypersensitivity (IBH) in horses.

Design

Double-blinded, placebo-controlled, randomised, cross-over clinical trial.

Methods

Twenty adult horses with clinical IBH were treated with a daily application of herbal spray or placebo for 28 days in a randomised, cross-over fashion, separated by a >28-day washout period. Horses were examined and scored prior to and after the completion of each treatment. Histopathology was performed on four horses. Owners kept daily diaries of observations.

Results

The herbal spray significantly reduced the severity of all assessed parameters (pruritus, excoriations, lichenification and alopecia; $P < 0.05$) compared with baseline values (pre-treatment) and with placebo. Owners reported improvement of pruritus in 19/20 horses (95%) with complete resolution in 17 horses (85%) following treatment. Skin biopsies showed resolution of orthokeratosis in 4/4 horses, reduced thickness of the stratum spinosum in 2/4 horses and complete resolution of histopathological abnormalities in 1/4 horses after treatment, compared with either no change or deterioration of histopathologic lesions after placebo. No side effects were observed.

Conclusions

The tested herbal spray may be an effective treatment for the management of equine IBH.

RED HEALER CANINE AND EQUINE CREAM

A strong natural topical anti-inflammatory and anti-fungal cream for healing canine and equine skin conditions.

This product can be used as an effective anti-inflammatory instead of steroidal topical applications.

In particular because of Australian drug laws Pet Stores and Equine product outlets have no general over the counter anti-inflammatory products to heal inflamed lesions.

For the first time these outlets can now be offered an over the counter (OTC) non-prescription anti-inflammatory product that will resolve canine allergic dermatitis, hotspots and minor mange lesions; and also, equine inflammatory and fungal skin conditions including rain scald, greasy heel, saddle sores, bit pinch and girth gal.

Veterinary Practitioners now also have a 'B' product for those customers who are asking for natural based products or for when steroidal topicals aren't applicable

This is a very potent anti-inflammatory with no withholding periods for animals in competition.

WE TEST ON HUMANS!

Below is a chart summarising trials in five different countries by Professors of Dermatology on inflammatory skin conditions. In side by side trials with steroidal and immune suppressing drugs.

The cream outperformed all in efficacy and in length of remission. (Red Healer in red writing)

Table 10 a: Efficacy.

(10 a) RESULTS	Left Hand Side Red Healer	Right Hand Side Advantan
Total Resolution	62%	45%
75% Improvement	17%	22%
50% Improvement	7%	2%
Minimal or No Improvement	6%	22%
Non-Compliant &/or discontinued	6%	5%

Table 10 b: Length of remission

(10 b) Treatment	Length of Remission
Red Healer - 65 cases monitored for at least one year	70% symptom free after one year.

local corticoids	approx. 1 to 2 months
methotrexate, cyclosporine A, retinoids or new biological preparations	approx. 3 months.

SUMMARY:

An OTC anti-inflammatory for the first time available in Pet Stores, Equine Outlets and other non-veterinary outlets. Many customers on a budget may appreciate an over the counter product.

Veterinary Practitioners now also have a natural non-steroidal option for those customers who do not wish to use steroids on their animals or for competition animals requiring a withholding period.

- Below typical once a day application result of the Canine and Equine Cream



RED HEALER CANINE i SPRAY

A natural topical spray application for canine pruritis (canine itch)

Canine pruritis (Itching) is one of the most common presenting symptoms in canine consultations in Veterinary Clinics. (1-8)

Importantly many dog owners will try a local pet store product first before entertaining the cost and time of making a veterinary consultation and these figures are also reflected in a recent Pet Store telephone survey 12/12/2018-

Question: *“Out of 10 customers that are coming in to your shops. How many are asking for help with an itchy dog?”*

Pet café Greenslopes QLD -----3/10

Pet Destination Arundel QLD-----4/10

Pet café Corinda QLD-----4/10

Pet Barn Tweed Heads NSW -----5/10

King St Veterinary Clinic Murwillumbah NSW--5/10

The problem with ‘Oats’ shampoos

Currently there are mostly only ‘Oats’ shampoos and washes on the Pet Store market with weak incidental anti-itching properties requiring a dog to be impracticably washed at least every day (or multiple times a day in high allergen season)

Dogs with allergic skin disease commonly have a defect in their skin barrier, which manifests as drying of the skin using harsh shampoos — harsh being anything that strips any further lipid [fatty protective] layer off the skin or damages it — potentially making the itch worse.

Vets advise Canine Allergic Dermatitis (CAD) dogs *not to be washed too often*, (9,10,11) -only once a week to once a month - which calls into question the use and efficacy of ‘oats’ shampoos and the like for CAD or any canine skin condition with lesions.

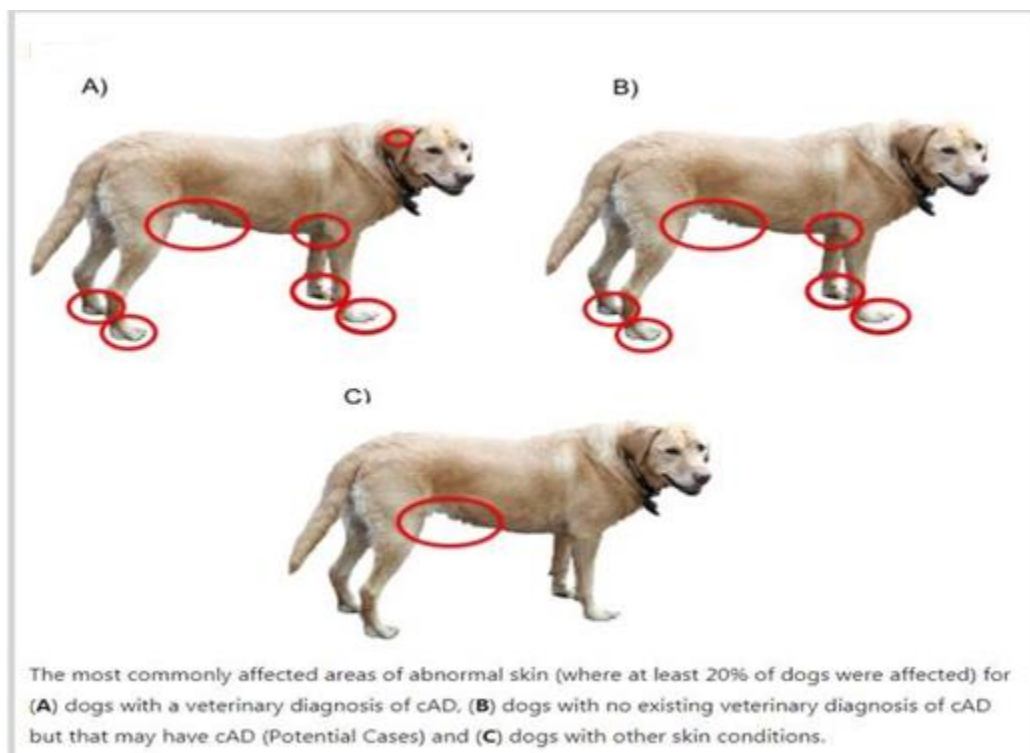
Anti-bacterial and anti- fungal washes are only for secondary infections ie if the CAD becomes infected and have no indication for type 1 and 4 histamine-mediated allergic itchy skin conditions. (Garden Allergy) In fact ,it should be noted that washing the allergic itchy dog too often (with the aforementioned skin barrier defect) can actually cause secondary skin infections.

Canines need a stronger, safer and more practical solution for itching than oats shampoos and washes.

In pollen season, for example, the allergic dog may need constant multiple applications of itch relief products per day. It is very laborious, impractical and messy to wash a dog every day let alone multiple times per day.

Red Healer Canine i Spray

In comparison our veterinary grade anti- itch Canine i Spray has 12 anti-itch constituents in a convenient spot spray application with additional soothing constituents to better **target** and treat the affected areas.



There is a great market need for an effective OTC (non-prescription) anti-itching specific product for Pet Stores.

A natural product with fast itch relief that can be left on the skin/coat for maximum effect and effortlessly sprayed multiple times per day as required *to stop itching in seconds*.

Also, an opportunity exists for an adjunct anti-itch spray for Veterinary Clinics.

(Whilst the causative condition is being resolved by the Veterinary Practitioner, with their normal investigations and medicines, the dog owner could take home from the consult an adjunct immediate itching symptomatic relief spray.) Most times, the scratching of the itch will considerably aggravate the condition and to be able to immediately stop the itching will result in faster healing regardless of whether the itching is a symptom of dermatitis, hotspots, mange or fleas.

Red Healer Canine (i) Spray for dogs contains multiple active ingredients that act synergistically to reduce the itch.

In the short term, our highly effective antipruritic spray:

- Provides rapid relief of the itch
- Maintains relief of the itch for several hours
- Helps to decrease the causative nature of the pruritis.

To achieve longer term reduction in the triggers of itchy skin, our ingredients have the following actions:

- Maintain &/or restore skin barrier function
- Moisturize the skin
- Reduce the risk of infection by bacteria, yeast and ectoparasites
- Have an anti-histamine and anti-allergy effect
- Have an effect upon the various pathways that transmit the “itch” message to the brain.

- Reduce erythema (redness) caused by inflammation

As itching is often accompanied by other symptoms such as broken lesions or redness, Red Healer Canine i Spray can:

- Treat secondary infection such as *Staphylococcus intermedius*
- Increase the rate of wound healing
- Promote hair growth

Benefits of Red Healer (i) Spray for Dogs

- Easy to apply without having to wash and dry the dog.
- No smell or greasy oils that can get over furniture or make the dog sticky.
- Provides rapid relief from itching
- Can safely be applied several times a day
- Helps reduce other signs of poor skin health such as redness
- Decreases the risk of self-mutilation that often occurs as a result of excessive itching
- Creates a protective barrier on the skin
- Drug free with natural or natural identical ingredients

SUMMARY:

Itching or Canine pruritis is one of the most common presenting symptoms in Veterinary Clinics and Pet Stores for all of the common canine skin conditions

Veterinary Drugs cannot be sold over the counter or advertised which has resulted in a deficit of effective, practical application anti-itching products in Pet Stores and other non-veterinary outlets

Canine anti-itch i spray is natural and safe to be 'licked' or imbibed. Considerable time was taken in the formulation to have a product with no smell so as to be suitable for inside usage.

A leave-on spot-spray application which can be easily applied multiple times per day, whenever required, directly to the targeted itching areas for immediate itching relief in seconds.

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RED HEALER CANINE m SPRAY

A natural topical application for canine mange

Canine mange is caused by an affliction with the demodectic mite or sarcoptic mite.

After successful preliminary trials Red Healer is supplying the natural remedy for Australia's first ever native animal/ natural remedy clinical trial to treat wombat mange. (Caused by the sarcoptes scabiei mite)

This trial has been approved to start by the APVMA, Tasmanian AEC and the DPIPW and some of Australia's most experienced wildlife Veterinarians and animal Biologists helped to design the scientific trial model.

Needless to say, this trial will result in considerable publicity for the Red Healer brand and also supply much data for the registration of a canine mange product.

Canine mange with large bald areas of skin are common in older immune-compromised dogs and often the only treatment is to unfortunately euthanise.

Red Healer Canine 'm' spray and roll-on for dogs contain multiple active ingredients that act synergistically killing the mites, stopping the itching, healing the lesions and enabling fast coat regrowth.

Our highly effective Canine 'm' Spray:

- Provides rapid relief of the itch
- Kills the mites (demodectic or sarcoptes)
- Regrows the coat
- Reduce the risk of infection by bacteria, yeast and ectoparasites
- Has an anti-histamine and anti-allergy effect
- Heals the pustules
- Reduce redness caused by inflammation

SUMMARY:

A natural effective topical treatment available for canine mange.

Unique to market multiple action: acaricidal (kills mites), stops itching, heals lesions and regrows coat

Animals do not get 'tolerance' to the product as happens with many drugs.

This product will heal and regrow the coat on long term bald older mange ridden dogs.

Zoological and farm animal mange market is also very big internationally as mange afflicts most animals.

NEW PRODUCTS

Currently in development....

Red Healer are close to trialling a new 'Pre-Garden' Canine Anti -Allergy Spray. The natural actives scientifically denature allergen proteins.

Combined with the Canine i Spray it will make a great 'Before and After' Garden allergy pack.

We are also trialling this molecule on a 'Safe Place' bedding spray which apart from usual perfuming and insect repellence, the spray will also get to work on switching off itching before they even come inside.

We also have interest in formulating Canine Oral Medications in the future (Anti-arthritis, anti-histaminic and analgesic)