



Iv San Bernard Mineral Red Line

opens a whole new dimension into the ISB product lines because of its specific combinations of active ingredients that not only adds to the well-being and beauty of the pet, but also you can wash and treat the skin and coat with extreme gentleness. In this line, rather than use "shampoo & conditioner" you are given real solutions that are able to meet the needs of every coat type without SLS. (*Sodium Lauryl Sulfate)

1

STEP ONE: DETOX with EXTREME PEELING **DIRECTIONS:** Shake well before use. Wet the area that is to be treated or the entire body with warm water and apply the EXTREME peeling. Gently massage for several minutes using circular movements. Rinse thoroughly with lukewarm water. Proceed with Step 2.

HOW IT WORKS!-Mineral Red Extreme Peeling with keratin and nettle. Mineral Red Extreme Peeling is a delicate exfoliating gel created as a pre-treatment and a pre-wash with the goal of guaranteeing longer lasting, more efficient results. The peeling action of the vitamin micro-particles efficiently remove impurities which then activates the production of new skin cells allowing the keratin to carry out its regenerating and strengthening properties. Nettle adds back softness and silkiness, leaving a sensation of relief.



2

STEP TWO: CLEANSE WITH DERMA COMPLEX **DIRECTIONS:** Wet the coat with warm water and DERMA COMPLEX using circular movements. Let rest for 5 minutes while massaging delicately. Rinse thoroughly.

HOW IT WORKS!-Mineral Red Derma Complex is a cleansing solution that is SLS free. It also has the benefits of keratin and nettle. Keratin deeply nourishes the coat and rebuilds the protective layer of the skin bringing out the beauty and shine of the pet's hair but also protects the skin from environmental toxins and aggressive atmospheric agents. The soothing properties of nettle help battle eczema, hives, excessive grease and helps prevent hair-loss while leaving the coat soft and shiny. The specific combination of these vital active ingredients makes DERMA COMPLEX a unique product that is able to deeply clean the coat while respecting the pet's well-being.



3

STEP THREE: HYDRATE WITH DERMA PLUS **DIRECTIONS:** Massage thoroughly onto coat. Comb delicately towards the tips of the hair allowing the **DERMA PLUS** to penetrate. Let rest for 5 minutes. On damaged coats, cover the pet with a towel. Rinse with lukewarm water.

HOW IT WORKS!-Mineral Red Derma Plus Nourishing Solution with keratin and nettle. Mineral red Derma Plus is a conditioner created to complete the cleansing action of DERMA COMPLEX. It is highly concentrated and when applied regularly will deeply nourish the derma and hair ensuring their well-being. With the benefits of keratin the skin can regain strength and vitality while maintaining elasticity. The soothing properties of the nettle help maintain softness and prevents hair loss.



ADDING SUPPLEMENTS TO MINERAL RED THERAPIES

SUPPLEMENT FOR HAIR SUPPORT - SK SERUM

DIRECTIONS: Shake well. Take quantity needed and apply directly on the skin by using the pipette (included.) Use your fingers to dab the affected area and massage. Do not rinse. Dry as usual. Can be used with SL Serum. It is recommended to apply the serum every 2 days.

HOW IT WORKS!-SK SERUM is an energizing serum that is easily absorbed, specific for fine hairs that need reinforcement of the capillary mass and densifying effect. Makes the hair bulb steadier. There is no need to rinse. It is enriched with organic bioactive keratin that has a plumping effect on the hair shaft, giving texture from the root to the tip. It gives more body and volume both visually and to the touch. SK SERUM gives has an immediate soothing action thanks to the ingredient, nettle which provides softness and prevents hair loss.



SUPPLEMENT FOR SKIN SUPPORT - SL SERUM

DIRECTIONS: Shake well. Take quantity needed and apply directly on the skin by using the pipette (included.) Use your fingers to dab the affected area and massage. Do not rinse. Dry as usual. Can be used with SK Serum. It is recommended to apply the serum every 2 days.

HOW IT WORKS!-SL SERUM is a soothing serum created for coats that are stressed and brittle. Its composition is made up of strong nutrients such as Panthenol (vitamin B5), Mallow and chamomile. The vitamin B5 reduces irritation and acts by visibly improving the appearance by working on the follicular activity and giving integrity and hydration to the hair. The moisturizing properties of mallow, combined with the calming actions of chamomile, give an extreme softness to the coat while giving back health to the skin, vitality and an immediate sensation of comfort. These characteristics make SL SERUM a great solution to dermatological problems in dogs and cats.



DAMAGED SKIN TREATMENT DERMA GEL S.O.S.

DIRECTIONS: Apply DERMA GEL SOS directly to itchy skin, scabs, wounds, cuts, scraps, hot spots, nicks, abrasions, burns or ANY compromised skin. Can follow with SL Serum for skin support and SK serum for hair support. APPLY on clean, dry skin up to 3 times the first day and daily thereafter as needed.

HOW IT WORKS!-Derma Gel S.O.S. gives natural analgesic & anti-inflammatory relief for hot spots, wounds, abrasions, scratches, cuts, burns and much more! DERMA GEL S.O.S. is a gel formulated with a composition made up of natural active ingredients such as zanthalene, calendula, chamomile and menthol, plants that are capable of giving a sensation of well-being and relief from itchiness. In fact, these natural ingredients can give anesthetic-like immediate relief. For irritated skin, zanthalene has a powerful calming effect along with the carotenoids found in calendula, the cellular hydration of the skin visibly improves, favoring the closure of any injuries caused by a pet's attempt to scratch itself. Chamomile, which has amazing anti-inflammatory properties, gives a calming remedy mixed with the refreshing, decongesting and slightly analgesic virtues of menthol, relieves itchiness and irritation. DERMA GEL S.O.S. can be applied directly to the affected areas delicately and can be repeated 3 times on the first day. For optimal results use with SL SERUM and SK SERUM.

