



# IV SAN BERNARD<sup>USA</sup>

## Mineral Red SLS Free Therapy Products for dogs and cats with allergies and/or sensitive skin



### Helping Sensitive Skin is as simple as 1 - 2 - 3

# 1

#### DETOX w/ Extreme Peel

Dilute 1 part Mineral Red Extreme Peel with 3 parts water in clean container. Wet the coat and then apply. Let sit for full 5 minutes. Rinse.

# 2

#### CLEANSE w/ Derma Complex

Dilute 1 part Mineral Red Derma Complex to 3 parts water in a clean container. Apply to coat. Soak for 5 full minutes. Rinse.

# 3

#### HYDRATE w/Derma Plus

Dilute 1 part Mineral Red Derma Plus to 3 parts water in a clean container. Apply to coat. Soak for 5 full minutes. Rinse lightly.

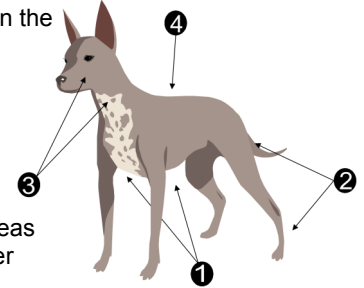
### APPLYING MINERAL RED PRODUCTS

For best results apply the products in the following order:

1. belly & chest
2. legs and feet
3. neck & face
4. back and bottom.

Let soak for **5 full minutes**.

This order covers the sebaceous areas first where most dirt and toxins enter the pet's system.



### WHY A 3 STEP PROCESS?

1. **DETOX:** The detox will remove and lift toxins from the skin and coat prior to the cleansing process.
2. **CLEANSE:** The cleansing process removes the dirt & toxins that have been lifted from the skin and coat and washes them away.
3. **HYDRATE:** Hydration must be performed to give the skin and coat back the oils, minerals, collagen and other nutrients that were removed during the cleansing process. This step must NEVER be skipped!

## ABOUT THE PRODUCTS

**EXTREME PEELING** 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.

**DERMA COMPLEX CLEANSING SOLUTION** Cleansing solution that is SLS free. 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.

**DERMA PLUS NOURISHING HYDRATION SOLUTION** A hydrating 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.

**DISCLAIMER:** These products are not meant to replace the medical care or diagnostics of a licensed veterinarian. In all abnormal pet dermatological situations it is highly recommended to have an examination and diagnosis by a veterinarian prior to any treatment. Some skin and hair problems can be a result of an internal or deep dermis condition that should be diagnosed. Iv San Bernard USA accepts no responsibility or liabilities resulting in the improper or inappropriate use of their products.

### Frequently Asked Questions:

**How often should I do a therapy on my pet?** Most successful therapies take 2 skin cycles (42 days). Do the therapy once a week for 6 weeks then re-evaluate; repeat as needed.

**Why do I have to bathe the pet per your instructions?** Since pets absorb dirt & toxins from the ground up into their sebaceous areas (tummy, feet, legs and other areas with less hair) it is important that the products are applied there first & allowed to soak for 5 full minutes.

**Why do I have to let the product soak on the pet for 5 full minutes?** In order to allow the extreme peel and derma complex to do their jobs, they must soak on the pet. It can take up to 5 minutes for the detox and cleanser molecules to attach to the offending molecules so they will lift and rinse off. Also, when soaking for the proper amount of time you should never have to give a second bath.

**Can I do the steps together at the same time?** Do not mix the steps of the therapy as each product **must** work on its own and be rinsed off before the next product is applied to get best results.

**Why do I have to do the hydration step?** You must give back the oils, minerals, collagen and other nutrients for a full 5 min. that were washed away during the detox and cleansing process. In fact, oftentimes dry skin can be mistaken as an allergy because pets aren't re-hydrated after bathing and they get dry and itchy. Also, if the coat isn't given back enough hydration or the hydration step is skipped completely, the natural skin defense may over produce oils that cause odor. Make sure & always do a complete hydration step using the product generously.

**Why does my pet's skin have flakes after therapy?** With success may come flakes; but just for awhile. Since you are getting the pet's skin "back to normal" the natural keratinization process will push out the old skin cells so the healthy skin cells can follow. The process can take up to 21 days-just continue 1x a week therapy and do not over bathe.