

Ear & Skin Therapies

Deborah Brown of PKB Animal Health/Pet King Brands introduces retailers to a product that offers a solution for pets with ear and skin problems.

WHY IS THERE A NEED FOR EAR AND SKIN THERAPIES?

The top three medical conditions of dogs and cats are ear and skin infections, and allergies that contribute to infections. These are the most common reasons a pet owner will seek medical attention. For most, these issues will plague a pet for life, resulting in multiple visits to the veterinarian and a constant cycle of trial and error to find products that work and can be administered long-term.

DO CONSUMERS HAVE TO MAKE A TRIP TO THE VET TO TREAT THEIR PETS' EAR AND SKIN PROBLEMS?

There is a real need for pet owners to have access to products that can be used to treat ear and skin conditions over an extended period of time. A line of products that has been used successfully in veterinary clinics for the past ten years is now available specifically for the retail channel. The brand is called ZYMOX, and the products treat ear and skin problems with a patented formulation of multiple bioactive enzymes.

The ZYMOX products have a dual function to both manage and aid in the treatment of stubborn infections of the ears and skin. They don't contain antibiotics or harsh chemicals, which means that they are safe and non-toxic for dogs or cats of any age.

WHY ARE ENZYMATIC PRODUCTS MORE BENEFICIAL THAN OTHER TRADITIONAL THERAPIES?

ZYMOX enzymatic products are more beneficial than traditional antibiotics for several reasons. First, they are really easy to use. ZYMOX Ear Solution requires no pre-cleaning and only needs to be administered one time a day.

In addition, there is no concern regarding pets developing a resistance to ZYMOX, as they can to antibiotics. This is good because resistance to antibiotics can create superbugs. (Superbugs are created due to the length of time needed for antibiotics to work, which allows time for mutations to occur.) ZYMOX works on contact and is so effective it will even kill superbugs like MRSA.

Also, even though the product is powerful, the bioactive enzymes in ZYMOX are safe, non-toxic and have no side effects. This means that ZYMOX enzymatic therapies can be administered safely over extended periods of time.

WHAT SHOULD RETAILERS TELL THEIR CUSTOMERS ABOUT THESE NEW ENZYMATIC PRODUCTS IN ORDER TO ENCOURAGE SALES?

Retailers should tell customers that ZYMOX is a patented enzyme system that is a proven antibiotic alternative. Tell customers that it is safe, non-toxic and will provide relief for chronic conditions of the ears and skin.

Retailers should also explain that this product was launched into the retail channel specifically to provide consumers with easier access to ZYMOX, without them having to make a trip to the veterinarian. Historically, ZYMOX had only been available through a veterinarian.

HOW SHOULD RETAILERS DISPLAY THIS NEW CATEGORY OF ENZYMATIC PRODUCTS FOR EAR AND SKIN IN THEIR STORES?

A floor display/power wing is available from the manufacturer. This will enable each retailer the flexibility needed to display the products, based on space and location. This display is provided to retailers with a minimum order and does an expert job of communicating the many benefits of the products.

In addition, because of the formulation of the ZYMOX products, they can be displayed equally as well in already established natural or grooming areas.

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