

## MANAGING ALLERGIC SKIN DISEASE WITH PEA

## PAW PUREPEA+ OMEGA



It has been shown that PEA is particularly effective in the management of allergic dermatitis and inflammatory skin conditions in dogs and cats, providing relief from extreme itching and the associated skin lesions. It can also enhance the anti-itch effects of steroids, and delay the timeframe before the next skin flare up in cats with allergic dermatitis.

### YOUR PET MIGHT BENEFIT FROM PEA SUPPLEMENTATION IF THEY ARE DISPLAYING THE FOLLOWING SIGNS:



**PAW PurePEA+ Omega soft gel capsules** contain high purity palmitoylethanolamide (PEA) and pure fish oil to aid in the management of inflammation, pain and itch in dogs and cats, whilst concurrently supporting brain, joint and intestinal health.

### WHAT'S IN IT?

- High purity micronised PEA (<10 µm particle size for enhanced bioavailability)
- Anti-inflammatory omega-3 fatty acids, EPA and DHA from pure fish oil

### HOW DO I GIVE IT?

Dose according to body weight. Give capsules whole or twist off capsule tail to squeeze oil contents onto food.

### WHEN SHOULD I USE THIS PRODUCT?

- ✓ My dog/cat has allergic dermatitis and is itchy, with associated skin lesions
- ✓ My cat has frequent relapses of his/her allergic dermatitis
- ✓ I'd like to support my ageing pet's brain to reduce the chances of them developing doggy/kitty Alzheimer's
- ✓ My dog has been diagnosed with osteoarthritis or inflammatory bowel disease, and I'd like to support them with a pain-relieving and anti-inflammatory supplement

### WHAT ABOUT FISH OIL?

Fish oil contains high quantities of omega-3 fatty acids called EPA and DHA, which are beneficial fats that help to keep a lid on inflammation. These have been proven to decrease skin inflammation, and to relieve intense itching, making them invaluable in allergic dermatitis as well!



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## PEA IN THE MANAGEMENT OF ALLERGIC SKIN DISEASE

Please read the label and follow the directions for use, according to your veterinarian's instructions.

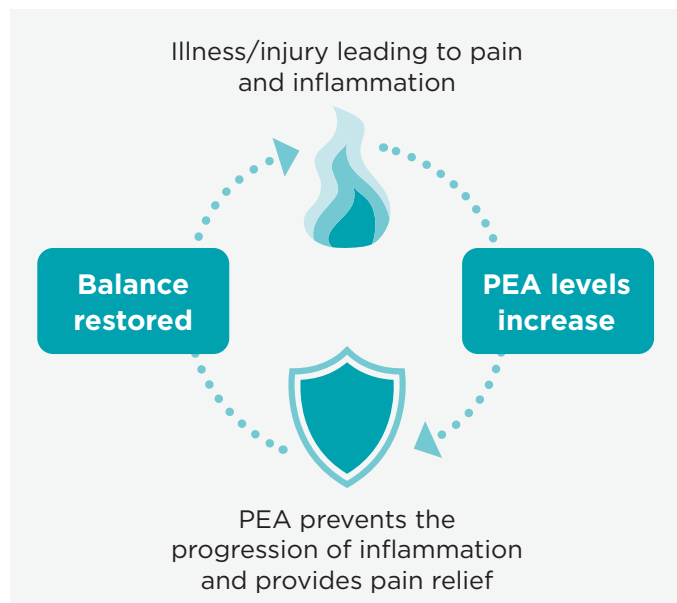
 **DEVELOPED BY VETS  
INSPIRED BY NATURE**

## WHAT IS PEA?

Palmitoylethanolamide (PEA) is an endocannabinoid-like fatty acid molecule that is naturally made by the body in both animals and humans in response to injury, pain or inflammation. The endocannabinoid system (ECS) is a vital biological system that regulates many important functions in the body and therefore, contributes to overall well-being. PEA is found in essentially all tissues throughout the body, including the brain, spinal cord, muscle, skin, and gastrointestinal system.

## PEA HELPS TO RESTORE BALANCE IN THE BODY

When the body experiences pain or inflammation, PEA is released 'on demand' to protect the body, enhancing tissue levels to stop the progression of inflammation, and to support the body in restoring balance (homeostasis). **PEA can therefore be considered as the body's own pain-relieving molecule, or 'nature's own anti-inflammatory'.** Small amounts of PEA are also commonly found in a number of animal and plant food sources, including egg yolk, soy products (including beans, oil, and lecithin), tomato, corn, peanuts, and dairy milk.



## PEA HAS ANTI-INFLAMMATORY, PAIN RELIEVING AND ANTI-ITCH EFFECTS

PEA has many beneficial qualities, including the following effects:

Anti-inflammatory

Neuro-protective

Pain-relieving

Anti-itch

These attributes make it a valuable option for managing pets with allergic skin disease, osteoarthritis, or even chronic gut issues such as inflammatory bowel disease (IBD), which all have elements of pain and inflammation.

It achieves these effects in three key ways:

- ✓ By regulating immune cells to reduce inflammation, pain sensitivity and itch
- ✓ By activating anti-inflammatory receptors in the body, which cause the production of inflammatory enzymes to drop
- ✓ Via components of the endocannabinoid system to reduce pain sensitivity and inflammation

## WHEN THE PEA SUPPLY CANNOT MEET THE DEMAND

Inflammation is a natural response to illness and injury. It initially serves a beneficial purpose and can enable healing. When pain and inflammation are present, the body increases its production of PEA to meet the demand, essentially 'fine tuning' the inflammation associated with the stressful insult, and switching it off when it is no longer needed. However, when the stress on the body is long lasting and unresolving, as seen in chronic inflammatory diseases, PEA production is inadequate to meet the demand and as such, its levels can become depleted. In these cases, PEA supplementation to restore the body's own natural supply of PEA is vital.

## PEA IS A SAFE NATURAL ALTERNATIVE TO MEDICATIONS

Compared to medications, which may be associated with many adverse effects and drug interactions, PEA is safe to use and well tolerated in animals. Despite its double therapeutic effect, both anti-inflammatory and pain relieving, it is also safe for pets with kidney or liver disease.

## SUPPLEMENTATION IS REQUIRED WHEN PEA BECOMES DEPLETED

