



2017 Canine Chronic Skin Condition Case Study Group Report

Introduction

Since the launch of PetBrew in 2015, dog owners have reported a range of positive effects including calmer, quieter dogs, improvements to overall condition, and improved freedom of movement.

Also reported was the elimination or significant improvement of chronic skin conditions that had previously resisted other forms of treatment.

PetBrew is unique in the marketplace. It is a fresh fermentation product with a limited shelf life that contains high numbers of live, active probiotic microbes (minimum 10⁷ CFU/ml lactobacilli) and a complex of metabolites including beneficial organic acids (butyric acid, lactic acids, acetic acid, their esters, etc.).

We assert these unique characteristics are responsible for the effects described below.

Method

In early February 2017, we invited dog owners via Facebook to participate in a case study group for dogs suffering from treatment-resistant chronic skin conditions.

Participants were self-selected. They agreed to follow the case study protocol, take before and after photographs, and diligently complete the online start and finish surveys.

Dogs included in the trial were administered PetBrew daily for 30 days with the product mixed into dog food and the dose split if feeding twice or more daily. Small dogs received 10ml/day, medium dogs received 20ml/day, and large dogs received 30ml/day.

We asked participants to record the body condition score of their dog, its chronic skin condition, freedom of movement, and mood/demeanor. Participants used a system of visual assessment for their dog's body condition with scores ranging from 1 to 9 with 1 being emaciated/starving and 9 being morbidly obese. This same scale (1-9 with 1 being terrible and 9 near perfect) was used to score the other categories, i.e., chronic skin condition, freedom of movement, and mood.

Eighteen participants completed the course of product administration and completed the online surveys recording their observations.

The average age of participating dogs was **4.7 years** with a range of **8 months to 10.5 years**. 10 were female and 8 male.

5 participants identified their dogs as Small (up to 7kg), 5 as Medium (7-20kg) and 8 as Large (over 20kg)

Results

On average, Body Condition Score (BCS) increased by 0.4 from 4.8 to 5.2.

Of the 18 participants, 15 reported improvements in their dog's skin condition, 2 got worse and 1 stayed the same. The average improvement was just under 2 scoring points at 1.9 and the difference was highly statistically significant.

Freedom of movement and mood also improved on average.

BCS		Skin Problem		Movement		Mood		
Start	End	Start	End	Start	End	Start	End	
5	6	3	4	8	9	7	9	
5	6	4	2	6	3	4	2	
5	5	3	8	7	7	7	8	
6	6	3	7	8	8	8	8	
5	5	5	8	9	9	8	9	
4	5	3	4	3	5	5	5	
4	5	6	4	7	8	6	8	
5	5	4	5	4	6	3	5	
6	5	4	4	9	9	6	8	
5	6	6	8	8	8	8	8	
5	5	3	7	8	9	6	8	
4	4	2	5	7	6	7	6	
6	5	3	5	5	9	3	7	
5	6	6	8	9	9	7	9	
3	4	3	5	9	9	5	6	
5	5	3	4	5	5	8	8	
4	5	3	8	9	9	8	9	
5	5	3	5	4	7	7	7	
Avg.	4.8	5.2	3.7	5.6	6.9	7.5	6.3	7.2
	p<0.03		p<0.0005		p<0.08		p=0.005	

p values were obtained via a paired two sample t-test

Conclusion

Administration of PetBrew improved the chronic skin condition, body condition, freedom of movement, and mood of dogs suffering from chronic skin conditions.



Comments from participants at the conclusion of the study period:

“The itchy rash is completely gone.”

“Your product has definitely made a huge difference with the itching. It has not gone 100% but is way, way, way better. It was all over their body so no photo evidence as nothing raw and skin has not changed - Thanks so much for the opportunity and we would love to continue and purchase the product as it has worked for us! YAY”

“Still having a little trouble with her ears, but much improved after this trial, thank you.”

“His ears seemed to have stabilized. No more redness or flare ups.”

“A young dog that we have recently adopted. He came to us "manic," much, much less frantic now.”

“Jazz took a while to get used to the taste in her food but have noticed less itching & she's now more active & playful after being on your product for a month.”

“We have run the course and are out of PetBrew. About 5 days off it and the coat is getting flaky again, so I'm certain of the difference it has made to Jet.”

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