

# The Complemente<sup>ze</sup> Range

Another Innovation from Forte Healthcare

Forte Healthcare, a niche animal healthcare company, is dedicated to offering innovative animal healthcare solutions to vets and pet owners. We understand the importance of the relationship between vets and pet owners and the level of trust that pet owners place in their local veterinary practice. This is not only advice given for their animals but also their product recommendations.

Bringing vet and owner  
pet care together

## Meeting the needs of veterinary practices

With extensive market research, Forte Healthcare has identified a real need for an affordable, effective product range that allows over the counter products to be sold with veterinary endorsement. The Complemente<sup>ze</sup> range of products do not require a prescription.

## Meeting the needs of pet owners

Pet owners like to feel they are doing the best for their pet. Buying a trusted, effective, premium product which is known and recommended by their vet, gives the owner the peace of mind and re-assurance they ask for.

## Product quality

All products in the Complemente<sup>ze</sup> range are manufactured and packaged to the highest industry standards.

- The Complemente<sup>ze</sup> range provides excellent value for money, with premium, high quality products at competitive prices.
- Pack sizes provide convenience and ease of use for the pet owner and ease of sale for the practice.
- The standard of the ingredients ensures a little goes a long way.
- Designed for over-the-counter sale and do not require a prescription.

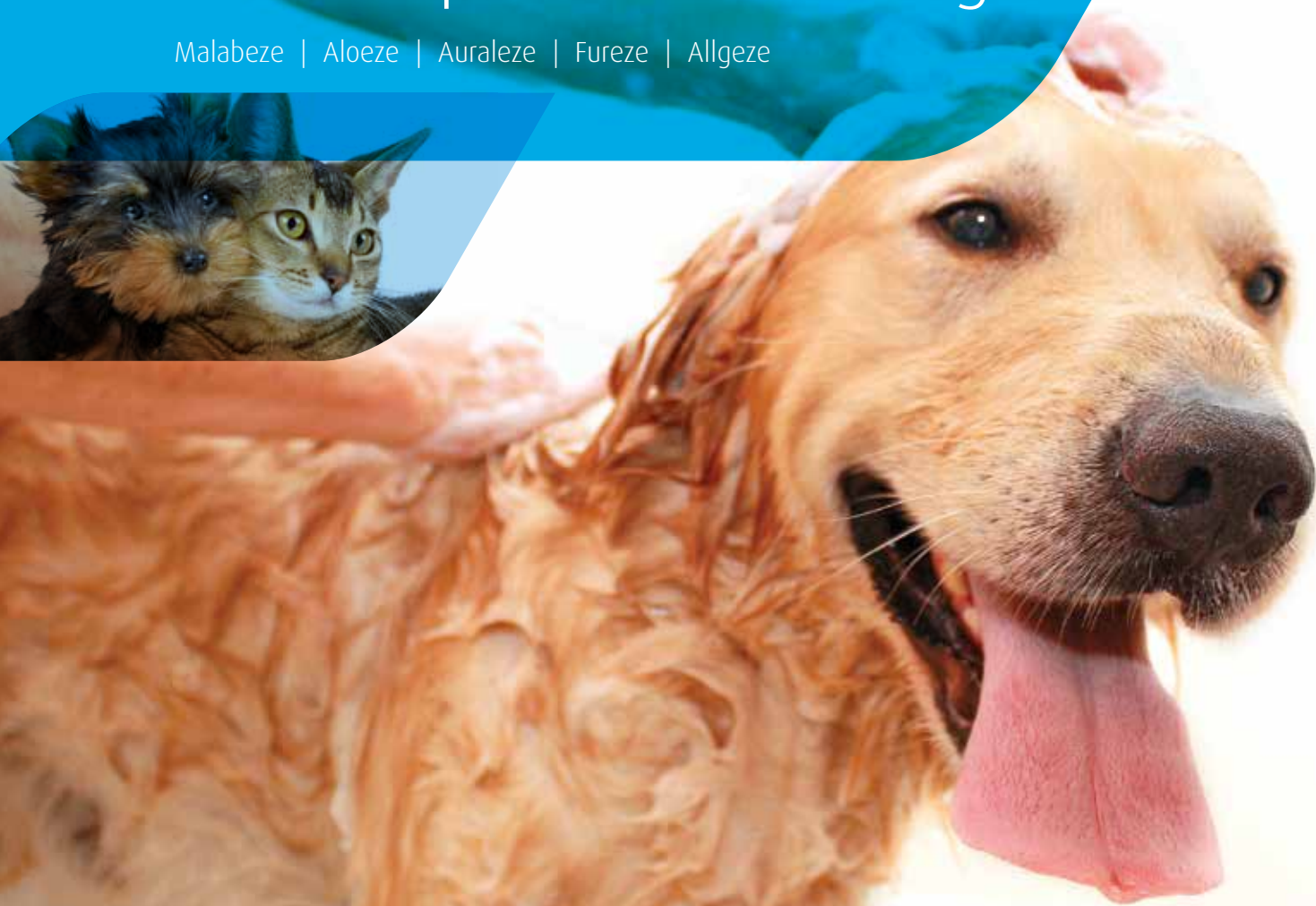


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# The Complemente<sup>ze</sup> Range

Malabeze | Aloeze | Auraleze | Fureze | Allgeze



Healthcare Products for  
Companion Animals





## Malabeze

Universal Medicated Shampoo  
for Dogs and Cats



### Ingredients:

Chloroxylenol, salicylic acid, sodium thiosulphate, sodium C14-16 olefin sulfonate, propylene glycol, cocamidopropyl betaine, polyquaternium-10, sodium hydroxide, fragrance, methylisothiazolinone, methylchloroisothiazolinone, citric acid, FD&C blue No.1 and deionized water.

Presentation: 125ml and 500ml bottle.

Malabeze shampoo is a deep cleansing and deodorising medicated shampoo for dogs and cats. It is anti-bacterial and anti-fungal and is comparable to prescription medicated shampoos against common skin pathogens<sup>®</sup>.

Malazbeze can be used to support treatment of animals with common conditions such as pyoderma, atopy, malassezia skin infections, bacterial and fungal skin infections, greasy or dirty coats, keratosis and pruritus. The majority of atopic dogs with secondary bacterial and fungal overgrowth experience an improvement in symptoms with the regular use of a specially designed medicated shampoo.

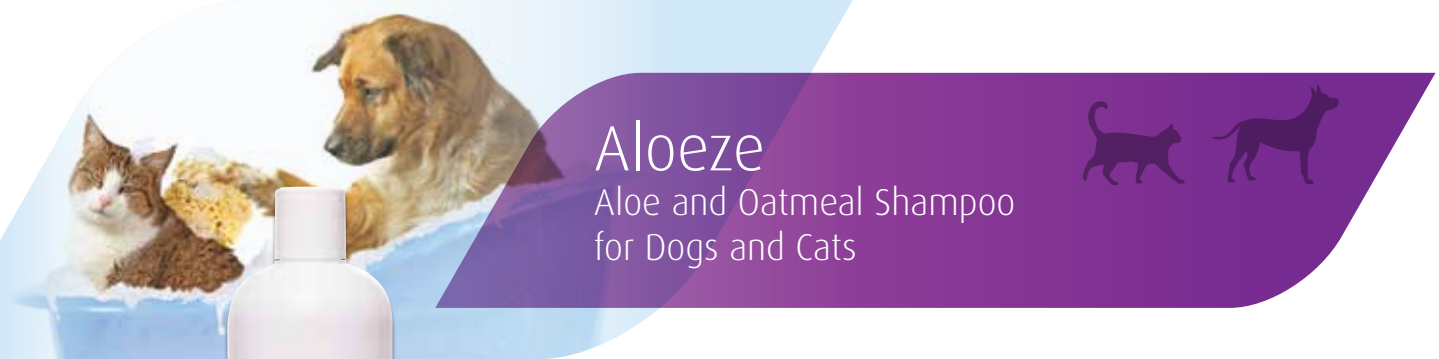
Malabeze has a neutral pH, is non-irritant and moisturising meaning it is suitable for frequent bathing.

Malabeze is non- prescription, offers a faster contact time than the market leading medicated shampoo and is competitively priced.

### Key Benefits:

- Long lasting
- Non-prescription
- Moisturising
- Short 5 minute contact time
- Competitively priced

\* Data on file



## Aloeze

Aloe and Oatmeal Shampoo  
for Dogs and Cats



### Ingredients:

Sodium C14-16 olefin sulfonate, cocamidopropyl betaine, cocamide DEA, polyquaternium-10, glycerol, oatmeal flour, lactic acid, sodium hydroxymethylglycinate, fragrance, aloe vera gel and deionized water.

Presentation: 125ml and 500ml bottle.

Aloeze is a non-prescription, general use cleansing and moisturising shampoo designed for everyday washing and grooming. It is specifically formulated to maintain a healthy coat, normal skin condition and soothe dry skin. It provides essential moisture while providing a rich lather which gently cleanses the skin without removing natural skin oils.

Aloeze contains natural ingredients including aloe vera and oatmeal, and is mild enough to be used on a regular basis. It is also mild enough for use on puppies or kittens.

Aloeze shampoo is particularly pleasant smelling, making it popular with pet owners. It is also pH balanced, so it will not dry out the skin.

### Key Benefits:

- Maintains a shiny, healthy, coat
- Moisturises dry skin
- Non-staining
- Inexpensive & long lasting
- Fragrant
- Soothing benefits of aloe vera & oatmeal



## Auraleze

Ear Cleansing Solution  
for Dogs and Cats



### Ingredients:

Denatured alcohol, lactic acid, benzoic acid, salicylic acid, dioctyl sodium sulfosuccinate, propylene glycol, aloe vera gel and deionised water.

Presentation: 125ml and 250ml bottle with applicator

Auraleze is an ear cleanser specifically formulated to deodorise, gently clean, dry and acidify the external ear canal. Auraleze helps to maintain healthy ears and aids in the prevention of external ear infections.

Otitis externa is a very common problem in dogs and cats that manifests as inflammation and/or infection of the pinnae and canal. Certain pets and breeds are pre-disposed e.g. Spaniels and Basset Hounds. Otitis externa leads to a build-up of organic matter in the canal that must be cleaned away before treatment with antibiotic and/or anti-inflammatory drops. Ears with otitis externa are often painful and sometimes have exposed wounds; these can be exacerbated by use of a cleanser that stings. Auraleze is ideal for use as a cleanser during active otitis externa as it is gentle and effective at removing the organic matter and is non-irritant as it contains soothing aloe vera. It can also be used alongside any antibiotic and/or anti-inflammatory ear drops that the pet needs.

Auraleze can also be used as routine day-to-day ear cleaner in pets.

### Key Benefits:

- Effective ear cleanser
- Non-irritant
- Competitively priced
- Contains soothing aloe vera
- Pleasant smelling



## Fureze

To aid in the Elimination and  
Prevention of Hairballs in Cats



### Ingredients:

Citric acid, Methyl hydroxybenzoate, Propyl hydroxybenzoate, Potassium sorbate, Sodium acetate, Xanthan gum, Dextrose, Cod Liver Oil, Soya oil, Silica, Glucose syrup, Propylene glycol, Malt extract and Water.

Presentation: 50g tube.

Hairballs are a common problem in cats, as they groom by licking their fur, thereby orally ingesting hair. Cat hair is very fine, and often accumulates in the folds of the stomach lining. Unbalanced nutrition, lack of exercise and particularly long hair speed up this process. Therefore, hairballs occur most frequently in long-haired breeds (Persians) and in cats kept exclusively indoors.

Because of their size, hairballs often get trapped in the stomach, where they can block the transport of nutrients and cause irritation to the gastric mucosa. Sometimes hairballs are difficult to regurgitate.

Fureze envelops existing hairballs in a highly lubricating mucus sheath. This facilitates the elimination of the hairball either through the lower intestines or via regurgitation. In addition, regular use of Fureze can help to prevent hairball formation. Single hairs adhering to the stomach mucosa are less likely to coalesce, and thus hairballs are no longer formed.

Fureze has been found to be well tolerated in most cats of varying breeds and ages.

### Key Benefits:

- Has been shown to aid in the elimination of hairballs.
- Well tolerated by cats of various breeds and all ages
- Can be administered with food or given alone

### Administration:

Fureze has been specifically developed to be highly palatable to cats; cats generally will eat Fureze when it is mixed with food or given alone.

|                                                       | Amount       | Frequency          |
|-------------------------------------------------------|--------------|--------------------|
| Elimination of hairballs                              | 1 tsp. (5ml) | Once daily         |
| Prevention of hairballs                               | 1 tsp. (5ml) | 2-3 times per week |
| More frequent administration is possible if required. |              |                    |



## Allgeze 3

A High Value Omega-3 Fatty Acid  
Supplement for Dogs and Cats



### Ingredients:

**COMPOSITION:** Fish oil (EPA 18% and DHA 12%)

**ADDITIVES** (per Ltr) **Vitamins:**

E672 Vitamin A: 200,000 IU

E671 Vitamin D3: 50,000 IU

E700 Vitamin E: 2,000 IU

Presentation: 250ml pump bottle.

Allgeze 3 is an excellent supplementary source of high value Omega-3 fatty acids, supplying EPA and DHA which helps maintain healthy joints, skin and coat. The fish oil in Allgeze 3 is in the natural, triglyceride form which has been shown to be more bioavailable than the ethyl ester and the free fatty acid forms.

Common reasons for supplementation with EPA and DHA include inflammatory skin conditions, inflammatory joint conditions, cardiac conditions or other skin issues such as a dull coat or dry, scaly and itchy skin.

Allgeze 3 is highly palatable and is convenient to give due to a special calibrated pump on the pet-safe plastic bottle.

### Key Benefits:

- Sourced from superior quality fish oil
- High concentration formula
- Supplemented with vitamins A, D and E
- Easy administration
- Competitively priced

### Administration:

Feed orally by mixing with the pet's food once daily. Suggested feeding amounts are shown in the table below.

| Animal's weight: | Pumps per day: |
|------------------|----------------|
| 3- 8 kg          | 0.5            |
| 9 - 17 kg        | 1              |
| 18 - 26 kg       | 2              |
| 27 - 35 kg       | 3              |
| 35 - 45 kg       | 4              |

"20-50% of dogs with allergic pruritus will improve with modification of fatty acid, if secondary bacterial and yeast infections are controlled"

(AMERICAN COLLEGE OF VETERINARY DERMATOLOGY).

