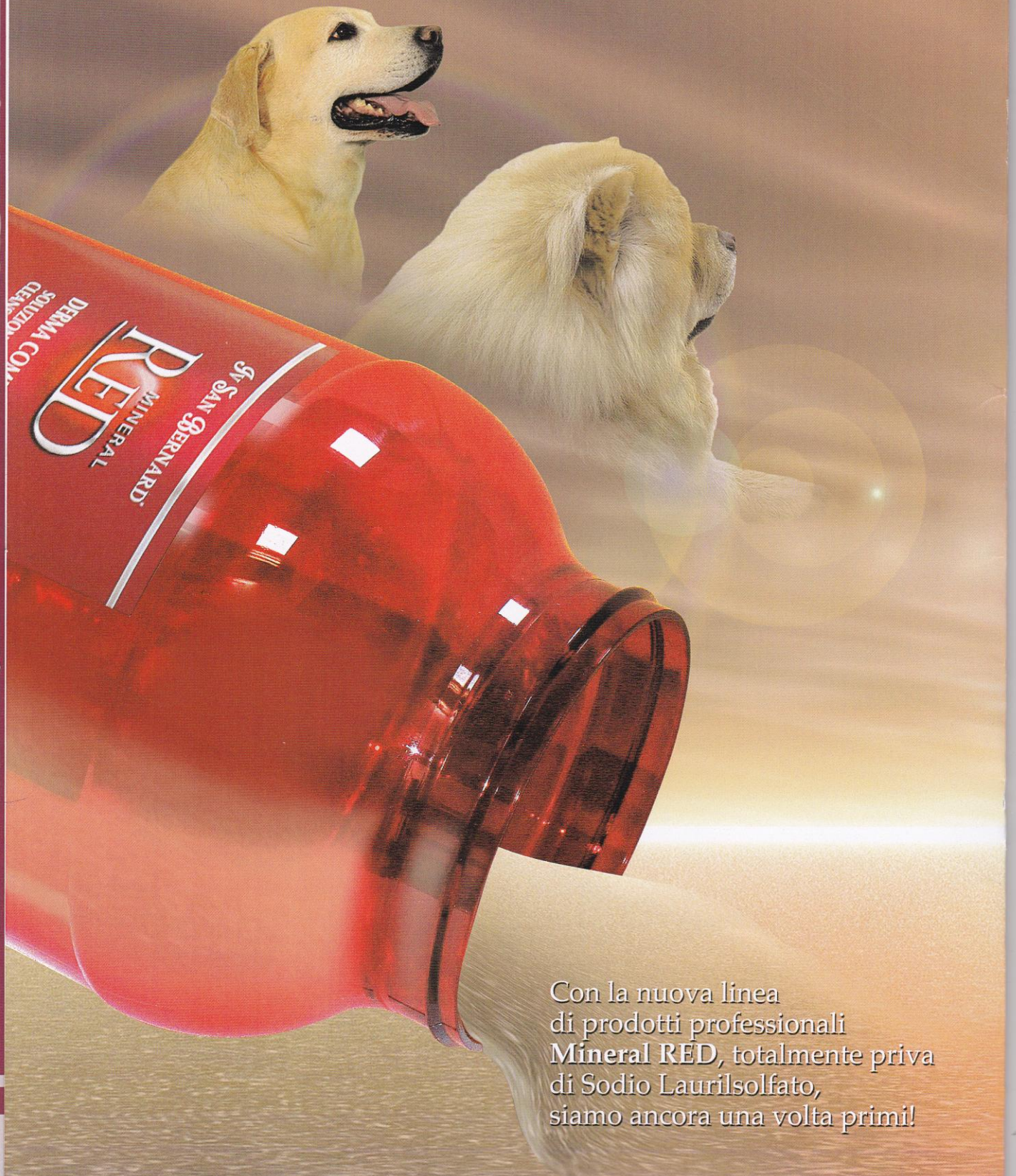


IV SAN BERNARD®

MINERAL  
RED



Noi la soluzione l'abbiamo creata.  
Ora tocca a Voi.



Con la nuova linea  
di prodotti professionali  
**Mineral RED**, totalmente priva  
di Sodio Laurilsolfato,  
siamo ancora una volta primi!

IV SAN BERNARD®

# MINERAL RED

**Mineral RED** is the first line of professional products "Made in Italy" for the care and beauty of our dog's or cat's skin and coat. This special line is formulated without Sodium Laureth Sulphate to give the maximum gentleness on even the most sensitive coats.

This component commonly known as **SLS**, is a surfactant used in loads of different cosmetic families. Its foam creating effect has the capability to reduce the "tension" or the bonding of the dirt particles and excess fat allowing for removal with water.

The Sodium Laureth Sulphate molecule is a chemical substance of saline origin, made up of a hydrophobic 12-carbon tails attached to a sulfate group, thanks to its surfactant properties necessary for a detergent.

By detaching or removing grease (sebo) from the skin, in time may alter the coat causing sensations of dryness or irritation. This is the reason why conditioners are present in the IV SAN BERNARD line useful to counteract this above mentioned alteration and to reconstruct the skin tension.

Thanks to continuous research and rigorous attention towards the wellbeing of our animals, Iv San Bernard has always addressed this problem by spreading the revolutionary concept of the Shampoo / Conditioner combination. This combination is useful to obtain a correct keratinization of the skin and hair.

Now, Iv San Bernard opens a new dimension to the dog and cat cosmetic world thanks to the innovation introduced with **Mineral RED**, a line of products based on the specific combinations of active ingredients useful to the wellbeing and the beauty of the animal, able to wash and treat the skin and coat with extreme gentleness.

In this regard, the shampoo and conditioner are substituted by real "solutions" able to meet the needs of every type of coat giving wellbeing and beauty.

- **DERMA COMPLEX** cleansing solution, without Sodium Laureth Sulphate (SLS Free), with keratin and nettle.
- **DERMA PLUS** nourishing solution with keratin and nettle.

The **Mineral RED** line is made up of a series of specific products carefully designed for every need related to the treatment of the skin and coat of our animal friends.

- **EXTREME Peeling** with keratin and nettle
- **Serum SK** with keratin and nettle (no rinse)
- **Serum SL** with vitamin B5, mallow and camomile (no rinse)
- **DERMA GEL S.O.S.** with calendula, camomile, zanthalene e menthol.



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## Derma Complex cleansing solution with keratine and nettle

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DERMA COMPLEX cleansing solution is the first complete detergent, created without Sodium Laureth Sulphate (SLS Free) therefore very delicate on the skin and suitable for all coat types. This product acts as a cleansing solution and a treatment thanks to the plant properties found in Keratin and Nettle.

- **Keratin** deeply nourishes the coat and rebuilds the protective layer of the skin bringing out the beauty and shine of the hair as well as protecting the skin from aggressive atmospheric agents.
- The soothing properties found in **nettle** help battle eczema, hives, excess grease and helps prevent hair-loss while leaving the coat soft and shiny.

The specific combination of these vital active ingredients makes **DERMA COMPLEX** a unique product able to deeply clean the coat while respecting the animal's wellbeing.

#### Instructions for use:

Wet the coat with warm water and **DERMA COMPLEX** using circular movements. Let rest for 5 minutes while massaging delicately. Rinse thoroughly.

It is recommended to proceed with the application of **DERMA PLUS** nourishing solution.

*Derma Plus* nourishing solution  
with keratin and nettle

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**DERMA PLUS** is a conditioner created to complete the cleansing action of our **DERMA COMPLEX**.

It is highly concentrated and if applied regularly will deeply nourish the derma and hair ensuring their wellbeing.

Thanks to the properties found in keratin, in time the skin regains strength and vitality maintaining elasticity while the soothing qualities of nettle help maintain softness and prevent hair loss. To obtain a complete and efficient treatment, we suggest you apply **DERMA PLUS** nourishing solution after having used **DERMA COMPLEX** cleansing solution.

**Instructions for use:**

Massage thoroughly on a coat that was previously washed with our cleansing solution. Comb delicately towards the tips of the hair allowing the **DERMA PLUS** to penetrate. Let rest for 5 minutes. On damaged coats, cover the animal with a towel. Rinse with lukewarm water.

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*Extreme peeling*  
with keratine and nettle

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**EXTREME peeling** is a delicate exfoliating gel, created as a pre-treatment and a pre-wash with the goal of guaranteeing more efficient and above all, longer lasting results.

Its vitamin micro-particles efficiently remove impurities therefore activating the production of new skin cells allowing the keratin to carry out its regenerating and strengthening properties.

The keratin's action is completed thanks to the complementary nettle that gives back softness and silkiness, leaving a sensation of relief.

**Instructions for use:**

Shake well before use. Wet the area that is to be treated or the entire body with warm water and apply the EXTREME peeling using the special nozzle (included). Massage delicately for several minutes using circular movements. Rinse thoroughly with lukewarm water. It is recommended to continue the treatment with the washing solution DERMA COMPLEX and the DERMA PLUS conditioner.

**SK Serum**  
with keratin and nettle

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SK Serum is an energizing serum that is easily absorbed, specific for fine hairs that need a reinforcement of the capillary mass and a densifying effect.

There is no need to rinse. It is enriched with organic bioactive keratin that has a plumping effect on the hair shaft, texturizing it from the root to the tip.

It gives more body and volume both visually and to the touch. An immediate soothing action is given from the nettle that makes the coat soft and helps prevent hair-loss.

**Instructions for use:**

Shake well. On a coat that is cleaned and nourished, take the quantity needed and apply directly on the skin by using the special nozzle (included). Massage the area that is to be treated. Do not rinse. Dry as usual. It is recommended to apply the serum every 2 days.

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## SL Serum

with vitamin-B5, mallow and camomile

**IV SAN BERNARD®**



SL Serum is a soothing serum created for coats that are stressed and brittle, thanks to its composition made up of strong nutrients such as Panthenol (vitamin B5), Mallow and Camomile.

The vitamin B5 reduces irritation and acts by visibly improving the appearance by working on the follicular activity and giving integrity and hydration to the hair.

The moisturizing properties of mallow, combined with the calming ones of camomile, give an extreme softness to the coat giving back health to the skin, vitality and an immediate sensation of comfort.

These characteristics make the SL Serum a suitable cosmetic to solve dermatological problems in dogs and cats.

**Instructions for use:**

Shake well. Take quantity needed and apply directly on the skin by using the special nozzle (included.) With your fingers, dab the area to be treated and massage. Do not rinse. Dry as usual. It is recommended to apply the serum every 2 days.



# S.O.S Derma Gel

with calendula, camomilla, zanthalene and menthol

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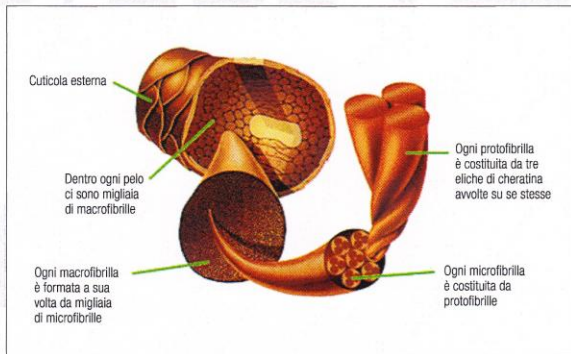


S.O.S DERMA GEL is a gel formulated with a composition made up of natural active ingredients such as zanthalene, calendula, camomile and menthol, plants capable of giving a sensation of wellbeing and relief from itchiness.

In cases of irritated skin, Zanthalene has a powerful calming effect and thanks to the carotenoids found in Calendula, the cellular hydration of the skin visibly improves, favoring the closure of any injuries caused by the animal's attempts to scratch itself. Camomile, that has amazing anti-inflammatory properties, gives a calming remedy mixed with the refreshing, decongesting and slightly analgesic virtues of Menthol, relieves itchiness and irritation.

**Instructions for use:**

By using the special nozzle (included) apply DERMA GEL S.O.S directly on the scab, wound or the area that is itchy and dab delicately. This can be repeated 3 times on the first day. Do not rinse.



**Keratin** is a fiber protein made up of a chain of 18 amino acids with various vitamins and oligoelements. Common throughout the animal kingdom, keratin is the main constituent for skin, hair and nails.

Thanks to the numerous sulfur atoms, the keratin chains can maintain a tight cohesion wrapping itself in a shape similar to a propeller. It is precisely this cohesion, known as disulfide bond that ensures the rigidity and solidity of an animal's coat.

Skin and coat can be kept healthy thanks to a balanced diet rich in vitamin D so that the hormonal system can use every amino acid transforming them in to keratin with visible results for the skin, coat and nails. The use of cosmetics with a keratin base helps rebuild a healthy, shiny coat, able to defend itself against external atmospheric agents.



**Camomile** is an herbaceous plant belonging to the Asteraceae family, commonly found in Europe and Asia and naturalized in other continents.

It contains great anti-inflammatory properties both externally and internally and is a wonderful calming remedy thanks to 2 of its most important active ingredients: Azulene, that has healing properties allowing the skin to gain health and vitality; and Bisabololo that acts as a soothing leaving a sensation of relief. Camomile is also used to lighten blond hair that tends to darken with time.



**Mallow** is an annual or perennial herbaceous plant native to Europe and parts of Asia present in meadows and uncultivated plains. Rich in vitamin A, B, C and E, its active ingredients are found in its flowers, rich with mucilage that is able to absorb large quantities of water forming a fluid gel like a fine film substance that slowly provides water to the cornified layer. Therefore the extract has protective, soothing and softening properties.



**Menthol** is the active ingredient found in essential mint oils and is a cyclic monoterpene that at room temperature it is seen as white hexagonal prismatic crystals.

Intensely aromatic and bitter, menthol is particularly known for its local antiseptic, spasmolytic and anesthetic properties. Besides finding it in mint oil, menthol can also be produced synthetically. Thanks to its well known refreshing and light analgesic properties, if applied locally (if applied to the skin it reduces the sensitivity leaving a cool feeling) menthol is indicated for relief of itchiness thanks to the pleasant sensation of freshness it leaves on the skin.



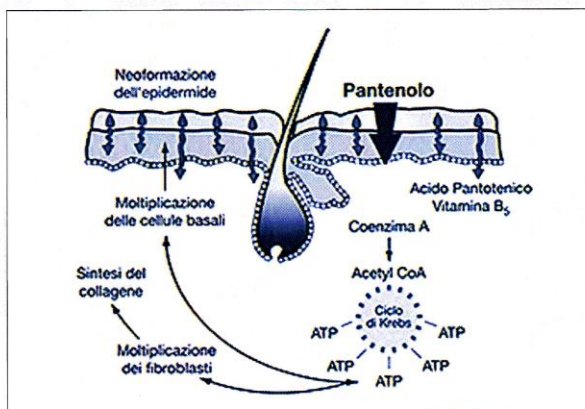
**Calendula** is an herbaceous plant belonging to the Compositae family and originates from North Africa; In Italy it grows spontaneously from the Mediterranean area to the sub mountain area, in meadows, in fallow fields and in grasslands. The most common herbal use of Calendula is the external use in order to accelerate healing and to stimulate the granulation of the skin tissue in cases such as sores, burns, small wounds, scratches and frostbite; it is able to help the blood circulation of the skin therefore improving the trophism and carrying out bactericidal activity.

The vulnerary (vulnerary = medication that cures and heals sores or wounds), anti-inflammatory and immunostimulant properties seem to be attributed from the high quantity of carotenoids found in the calendula flower whose essential oil is known to have antibacterial, antifungal and antiviral properties. With regards to the flavonoids that it contains, the calendula is also attributed with softening, soothing, refreshing and restorative properties. External use is hence recommended in cases where the skin is dry or delicate, cracked, and prone to irritation. Its mucilage plays a specific protective action and softens with filmogenic capabilities that isolate irritated skin and modifies its humidity level.



**Nettle** is an herbaceous perennial plant which is found in Europe, Asia, North Africa and North America. Its main characteristic is a large quantity of irritating hairs which, if touched, they inject the skin with histamine and other itching chemical substances.

Its external use has a soothing effect and is therefore used to treat chronic skin diseases such as eczemas, rashes and acne. It is widely used in cosmetics for shampoos and hair-care lotion, for its aid against dandruff and sebum production problems, hair loss and alopecia.



**Panthenol** is a water-soluble vitamin, which is fundamental for carbohydrates, fats and proteins metabolism and plays a basic role in the synthesis of hormones and cholesterol.

It is used in products for treatment of both hair and skin, thanks to its high hydrating properties and its high tolerability. It enhances cutis humidity, penetrating the deepest layers of skin, where it fixes water, keeping the skin healthy, elastic and beautiful. It also promotes energetic metabolism of skin cells and their optimal nourishment, moreover it stimulates their division. Because of its ability in setting water, vitamin B5 works wonderfully on damaged, broken and dry hair. It penetrates the coat giving long-lasting hydration and nourishment and repairs damages due to weather and UV-rays.

The effect is rapid and immediately visible: hair becomes soft, elastic, healthy and strong.

**Zanthalene** is an innovative active ingredient which guarantees a soothing effect.

It comes from a perennial plant which carries the same name, which originates in China and belongs to the Rutaceae family. It is used in Chinese traditional medicine to cure burns and toothaches.

Preparations based on Zanthalene have a calming and soothing effect in case of burns, skin irritation, intense or light itchiness.

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DEMA  
**RED**  
MINERAL  
By SAN BERNARD



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THE FIRST



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Senza Sodio Laurilsolfato

senza sodio Laurilsolfato

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