

# Keep Shedding Invisible Part 1: Healthy Skin

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Is your pet shedding excessively? The likely culprit is poor skin health. Are you feeding a grocery store pet food? Is your pet experiencing a reaction from environmental allergens like pollen or dust? Is the air in your home dry? Is your adult dog showing signs of aging? Each of these factors plays a role in skin health, and if you've had your pet examined by a veterinarian to rule out hormonal or thyroid problems, these are some excellent ways to improve skin conditions:

## **Healthier Skin: Build it from the inside out**

**Inside:** Feeding a quality pet food produces results. Our [Signature Series pet food formulas](#), deliver essential vitamins, nutrients, and fatty acids in proper proportions to promote the healthiest skin possible from a commercial diet. Supplements may help, too. [Vitacoat® Plus](#) or [Vitacaps®](#) provide a host of skin-benefiting vitamins, plus Omega-3 and -6 fatty acids, which are thought to help the skin retain moisture and ease the effects of histamine released in response to allergies.

**Outside:** Apply topical moisturizers, antioxidant vitamins, and fatty acids. Catch loose hair before it lands on floors and furniture with an easy-to-use [Grooming Love Glove](#).

Paying attention to your pet's skin may pay off in reduced shedding - and a cleaner home. Until your pet's shedding problem is solved, arm yourself with methods of keeping it invisible around your home.

See [Part II](#) for practical housekeeping pointers when shedding is a problem.

