



# New data on Dermatology

When it comes to otitis and other dermatology conditions, cat and dog owners and veterinary professionals aren't always on the same page. Do you know where cat and dog owner get their information and purchases when it comes to skin issues?

## Pet Owners

### Where dog owners looked for information on a dog's dermatology issue

### Where cat owners looked for information on a cat's dermatology issue

**54%** used online sources



**57%** used online sources

**42%** asked someone

**76% of those:** someone at the practice  
**59% of those:** friends or family



**44%** asked someone

**72% of those:** someone at the practice  
**50% of those:** friends or family  
**31% of those:** a pet store employee

**39%** thought about past experiences/knowledge



**39%** thought about past experiences/knowledge

**34%** read about it

**42% of those:** product literature  
**37% of those:** magazine or newspaper  
**33% of those:** product packaging



**42%** read about it

**55% of those:** product packaging  
**44% of those:** veterinary hospital printed material  
**42% of those:** magazine or newspaper

**6%** saw or heard an ad



**19%** saw or heard an ad

### What dog owners bought for a dog's dermatology issue

### What cat owners bought for a cat's dermatology issue

**48%** medicated shampoo  
**38% of those:** from pet store  
**24% of those:** from mass merchandiser  
**18% of those:** online  
**17% of those:** veterinary hospital



**39%** medicated shampoo from pet store or from mass merchandiser

**37%** oral pill or tablet at veterinary hospital



**28%** oral pill or tablet at veterinary hospital

**34%** cream or ointment at veterinary hospital



**39%** cream or ointment at veterinary hospital

**26%** nutritional supplements or special food  
**42% of those:** from pet store  
**21% of those:** online



**36%** nutritional supplements or special food from pet store or veterinary clinic

**19%** natural or home remedy



**25%** natural or home remedy

**14%** liquid medicine at veterinary hospital



**37%** liquid medicine at veterinary hospital

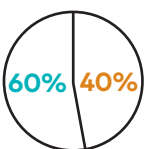
**9%** injections/shots at veterinary hospital



**24%** injections/shots at veterinary hospital

## Veterinarians

Percentage of clients last week you **talked to about dermatology**



**60%** scheduled because of a dermatological issue  
**40%** scheduled for preventive care or other reason

What percentage of clients looking for a dermatological solution end up **buying a product from you?** (All, three-quarters, half or quarter?)

**6%** said a quarter  
**25%** said half  
**56%** said three-quarters  
**13%** said all