

SENSITIVE SKIN LOTION & SENSITIVE SKIN WASH

Clinically proven to increase skin
hydration by 50% in 14 days

Clinically proven to moisturize up to
24 hours from a single application

100% naturally derived ingredients

SLS Free

Gentle formula

100% naturally derived ingredients



NEW

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Flexitol™

Prescribe the
treatment your
patients
deserve for

*dry and
chapped lips*



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THE CLINICALLY PROVEN TREATMENT FOR SEVERELY DRY AND CHAPPED LIPS

PRESCRIBING INFORMATION:

COMPOSITION: Each 10g of Flexitol Lip Balm contains 0.25g of Urea and 6g Petrolatum.

PHYSIOLOGICAL ACTION: Urea improves the degree of hydration in the skin by increasing the uptake from the dermis level of the and enhances the water binding capacity of stratum corneum. Urea also implements an action known as hydrotropic solubilization by removing dead skin cells, allowing the emollients to access deeper layers of the skin and replenish lost moisture. Petrolatum is a skin protectant and prevents further moisture loss.

INDICATIONS:

Use for the treatments of severely dry and chapped lips. It also soothes cracked lips and provides effective long-lasting moisture. It acts quickly and effectively to alleviate dryness and discomfort. It can be also used to treat severely dry and chapped lips associated with side effects of certain medications including those used to treat acne or cancer or associated with vitamin deficiencies.

WARNINGS:

For external use only. Do not use on deep or open wounds, animal bites or serious burns. Avoid contact with eyes. Keep out of reach of children. Always replace cap after use. Discontinue if local irritation or rash occurs during use. To be used within 12 months of opening.

STORAGE

STORE BETWEEN 10 - 30°C IN A DRY PLACE

DOSAGE AND DIRECTIONS FOR USE:

- Apply liberally to affected area every two hours or as directed by your healthcare professional
- Suitable for adults and children over 3 years.

Severely dry and chapped lips are characterized by dry, red & scaly appearance and may have one or more small cracks (fissures). Often lips feel sensitive, and there may be an edema present.

CASUAL FACTORS FOR EXTREME DRY LIP CONDITION

ISOTRETINOIN

Usually prescribed for acne treatments. Isotretinoin and others similar molecules can cause severe, dry and cracked lips.

CHEMOTHERAPY

Chemotherapy may attack certain healthy cells in the body that grow quickly such as those of the lips, make them dry and cracked.

VITAMIN DEFICIENCIES

Low levels of vitamin B2, B6, B7 and E can all lead to problems with the skin. Being deficient in vitamin B6 may cause lips to become cracked and sore.

ANHYDROTIC CONDITIONS

Chapping may be caused by enviromental conditions that lead to dehydration. Chapped lips occur when the skin has lost its moisture retention capacity.

CHEILITIS

Inflammatory lip condition which may lead to severely dried and chapped lips.

INTRODUCING FLEXITOL *Lip Balm* FOR THE TREATMENT OF SEVERELY DRY AND CHAPPED LIPS

THIS TRIPLE ACTION FORMULA CONTAINS

UREA

(2.5%) to remove dead skin cells allowing emollients to access the deeper skin layers to replenish moisture.

PETROLATUM

which acts as a barrier to prevent further moisture loss

MENTHOL

and clove leaf oil that alleviate the soreness and discomfort associated with cheilitis.

FLEXITOL LIP BALM PATIENT EVALUATION TRIAL

Study results showing effectiveness of Flexitol Lip Balm on 20 patients suffering from the side effects of prescribed medication (i.e isotretinoin, roaccutane) that cause lip dryness.

COLUMN 1

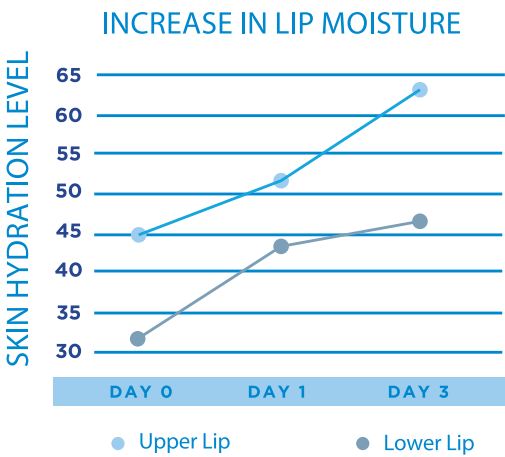
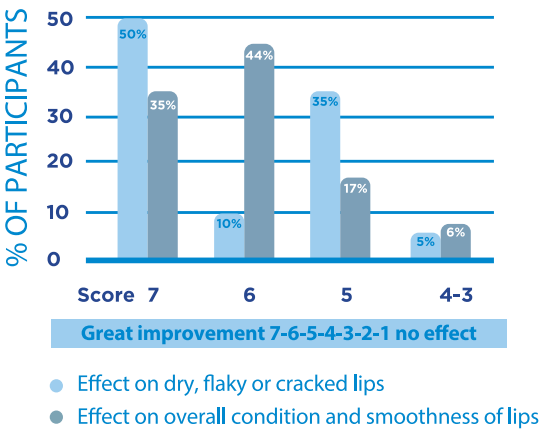
EFFECT ON DRY, FLAKY OR CRACKED LIPS:

100% of participants reported improvement, whilst 50% observed great improvements in respect to dryness, flaking and cracked lips.

COLUMN 2

EFFECT ON OVERALL CONDITION AND SMOOTHNESS OF LIPS:

100% of participants reported improvement, whilst 35% observed great improvements in 2 weeks.



*Study conducted by Australian Photobiology Testing Facility (APTF) at the University of Sydney, Australia 2011