

VERY DRY SKIN CREAM & LOTION

VERY DRY SKIN LOTION

10 % urea and 1 % Dimethicone with centipeda for unique skin nourishing property

Suitable for everyday use as full body lotion

24 hours moisture lock

Provides protection against irritation, chafing, dryness and a wide variety of skin ailments

Non-greasy, quick absorbing formula



VERY DRY SKIN CREAM

Contains 12.5% Urea and 1% Dimethicone providing greater level of efficacy compared to 10% Urea cream

Non greasy, quick absorbing formula suitable to use on any body part, including face

Fast acting with visible results in 1 day

Suitable for maintaining treatment in between topical corticosteroid treatment.

Increase skin hydration by 52%

PRESCRIBING INFORMATION:

FLEXITOL VERY DRY SKIN CREAM

Indications: For the treatment of Anydrotic skin (Xerosis), Dermatitis and Ichthyosis. Suitable for use by those with very itchy skin including Eczema, Psoriasis and Dermatitis.

Precautions: For external use only. Avoid contact with eyes. Keep out of reach of children. Always replace cap after use. Do not use if tube seal is broken or appears tampered with. Discontinue use if local irritation or rash occurs during use. Do not use on inflamed skin and open wounds. **Physiological action:** Urea improves the degree of hydration in the skin by increasing the water uptake from the dermis level of the skin and enhances the water binding capacity of stratum corneum. Urea also implements hydrotropic solubilisation by removing dead skin cells, thus allowing the emollients to access deeper layers of the skin and replenish lost moisture. Dimethicone acts as a skin protectant. It prevents water loss by forming a hydrating barrier on the skin. **Dosage and directions for use:** • Apply two to three times a day as necessary or as directed by your healthcare practitioner. • To be used within 12 months of opening. **Storage instructions:** Store between 10°– 30° C in a dry place. Keep lid tightly closed.

Flexitol™

FLEXITOL THERAPEUTIC SKINCARE FOR VERY DRY SKIN



PROVEN RESULTS GUARANTEED

CLINICALLY TESTED FORMULA



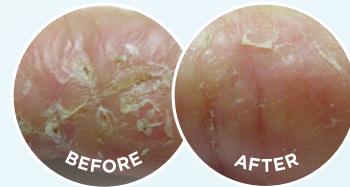
FLEXITOL VERY DRY SKIN CARE

The clinically proven treatment for severely dry skin or xerosis

Recommended for maintenance treatment in between topical corticosteroid treatment



VISIBLE RESULTS IN 1 DAY



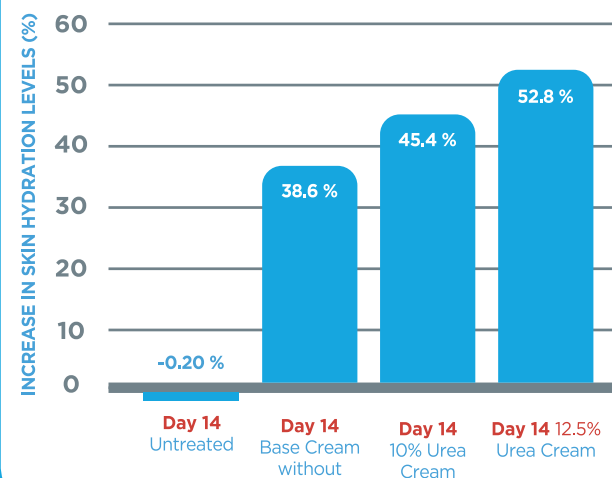
The clinically proven treatment for patients suffering from very dry skin conditions including:

- ✓ Anhydrotic skin (Xerosis)
- ✓ Winter itch
- ✓ Ichthyosis

Also provides symptomatic relief from

- ✓ Scaly Skin
- ✓ Dermatitis
- ✓ Eczema & Psoriasis

COMPARATIVE EFFICACY OF FLEXITOL SKIN BALM (%)



PROVEN TO HAVE GREATER EFFICACY COMPARED TO 10% UREA CREAM

In comparative efficacy studies, 20 subjects applied base cream without Urea, **10% Urea** and Flexitol Skin Balm containing **12.5% Urea** twice daily over 14 days.

Results from the studies showed that Flexitol Skin Balm yielded the highest increase in skin hydration level.¹

¹The above results are from a study conducted by Derma Consult Concept GmbH in Germany, an independent testing facility as commissioned by LaCorium Health International Pty Ltd.

COMMON SKIN DISORDERS ASSOCIATED WITH DRY SKIN

Scope of Flexitol Very Dry Skin Cream and Lotion



Xerosis or Very Dry Skin



Psoriasis



Keratosis Pilaris



Exfoliative Dermatitis



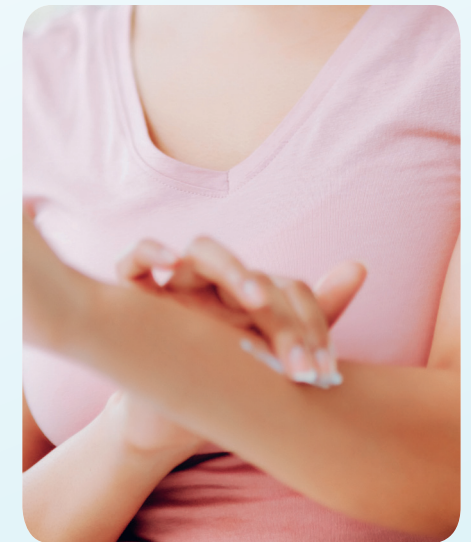
Exfoliative Keratolysis



Ichthyosis



Scaly Skin



Psoriasis is an autoimmune disease that allows for a rapid build-up of skin cells, this in turn, causes scaling on the skin's surface and inflammation.

Exfoliative Dermatitis is widespread erythema and scaling of the skin caused by pre existing skin disease, drugs, cancer, or unknown causes. Symptoms and signs are pruritus, diffuse erythema, and epidermal sloughing.

Treatment: Emollients, topical corticosteroids and other pharmaceutical drugs.

Treatment: Corticosteroids, rehydration, topical care and correction of the cause.

Ichthyosis is scaling and flaking of skin ranging from mild but annoying dryness (xeroderma) to severe disfiguring disease (inherited ichthyosis). In any ichthyosis the sebum production is reduced and the skin's natural water resistant barrier does not function.

Treatment: Emollients, moisturization and keratolytics, minimization of exacerbating factors.

Keratosis Pilaris is a disorder of keratinization in which horny plugs fill the openings of hair follicles. The condition can be distressing as the patient find the permanent goosebumps ugly and sometimes itchy.

Treatment: Emollients with urea and lactic acid

FLEXITOL VERY DRY SKIN CARE

provides primary supportive care through optimum moisturisation and keratolytic action. Also, recommended for maintenance treatment in between topical corticosteroid treatment.