

EFFECTIVE

FINALLY, A
BREAKTHROUGH
TREATMENT FOR
ECZEMA

STEROID FREE

NEW



83% improvement of eczema symptoms
- clinically proven.*

Helps prevent new flare ups.

Eczema in adulthood? You are not alone

Although 3 in 4 children with eczema grow out of it by their mid-teens, the skin will retain the tendency to be dry and prone to eczema throughout the adult years. For some years now, the number of adult eczema sufferers has been rising steadily in the UK, affecting 1 in 12 adults¹.

Eczema in children and eczema in adults not only have a different clinical presentation, it can also affect you differently depending on your age.

Dermalex

ECZEMA: A BREAKTHROUGH TREATMENT

New Dermalex[®] Eczema offers a **steroid-free** treatment cream that not only relieves eczema symptoms, it also helps prevent new flare ups from occurring.

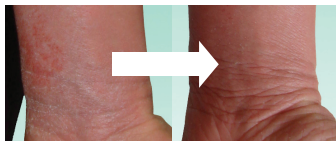
An alternative to steroids

Unlike emollients (mainly rehydrate the skin) or steroids creams (mainly tackle the inflammation), Dermalex[®] Eczema activates the skin's own repair mechanism:

1. It restores the broken skin barrier, treating eczema symptoms.
2. It fortifies the skin barrier, protecting from new flare ups.

Effective

Dermalex[®] Eczema is developed and clinically proven by dermatologists. Clinical studies have proven the efficacy of Dermalex Eczema[®], showing an average symptom improvement of 83%².



Clinical result after 6 weeks use of Dermalex[®] Eczema.

Eczema in adults is characterized by intermittent flares and spontaneous remissions and mainly affects the skin area on the face, neck, wrists and behind the knees.

No matter which part of the skin is affected, eczema is almost always itchy.

Although scratching makes eczema worse, it often feels unbearable not to do so. Eczema cannot be cured, but there are ways to manage that itch-scratch cycle and keep flare ups under control.

How to use:

- Dermalex[®] Eczema is suitable for adults and children over 6 years of age.
- Apply 2 to 3 times a day on the affected skin or after bathing / showering.
- Dermalex[®] Eczema is suitable for use on the face, over large body areas and over longer periods of time.
- Dermalex[®] Eczema is proven effective as a stand-alone treatment. For combination with other treatments, consult your pharmacist first.



FOR SENSITIVE SKIN

FREE FROM:

- STEROIDS
- PARABENS
- FRAGRANCE

Dermalex[®] Eczema is available in 30g and 100g at selected pharmacies.

The Dermalex[®] range also offers specific solutions for Eczema in babies from 8 weeks old, Contact Eczema, Psoriasis and Rosacea.

For more info on Dermalex[®]:



¹ nhs.uk

² label Multi Center Clinical Observation Study Into the overall efficacy of Atopifin[®] Cream for Babies, Toddlers and Young children with Atopic Dermatitis, Dr. J. Buzasi e.a., 2009.