

# Dermal Therapy Anti-Itch Soothing Cream

## Training Slides

[www.dermaltherapy.com.au](http://www.dermaltherapy.com.au)



## ***IRRITATED SKIN***

Skin irritation is any form of redness or pain that occurs on the outer layer of skin, whether from heat, sunburn, bee stings, rashes or allergies. It can manifest itself in the form of painful, itchy, chapped, red or swollen skin.

There are many ways to irritate the epidermis (skin). Irritations take the form of hives, rashes, sunburns, breakouts and any number of sores or blisters. Some risk factors for skin irritation are unavoidable; aging, for instance, weakens and thins the skin.

Irritated skin signals the body of insufficient vitamin and mineral intake. There is always that risk that using it will cause some kind of redness or heighten the skin's sensitivity.



## ***INFLAMMATION***

Inflammation is an essential part of the body's healing process: It occurs at the cellular level when the immune system tries to fight off disease-causing germs and repair injured tissue.

Inflammation can be invisible (if your body is battling an infection internally) or visible: Hives or pimples, for example, occur when blood vessels dilate near the skin's surface to enhance blood flow, which in turn facilitates healing. Redness, heat and/or swelling can also occur alongside inflammation.

When the fight is over, the army of inflammation-triggering substances is supposed to retreat, but in many cases they don't. When the skin is involved, it can accelerate fine lines, wrinkles and enlarged pores, as well as puffiness, sagging, blotchiness or reddening of the skin.



## ***CAUSES OF SKIN IRRITATION***

One of the primary functions of skin, the body's largest organ, is to protect the body from the sun, pollutants and other potentially harmful substances. Because it is constantly coming into contact with the elements, it is always at risk of encountering substances that will irritate it.

**Common causes of skin irritation include:**

- Chemicals
- Detergents
- Dyes
- Extended duration in extremely hot or cold weather
- Frequent washing
- Frequent contact with water
- Perfumes
- Pet dander
- Plants
- Soaps
- Synthetic fabrics

## SKIN DISORDERS ASSOCIATED WITH IRRITATED INFLAMED SKIN

### *Seborrheic dermatitis*

Seborrheic dermatitis is the single most common rash affecting adults. It produces a red, scaling eruption that characteristically affects the scalp, forehead, brows, cheeks, and external ears.

### *Atopic dermatitis or Eczema*

Atopic dermatitis, often called eczema, is a common disorder of childhood which produces red, itchy, weeping rashes on the inner aspects of the elbows and in back of the knees as well as the cheeks, neck, wrists, and ankles. It is commonly found in patients who also have asthma and hay fever.

### *Diaper Rash*

This is a common type of contact dermatitis that occurs in most infants who wear diapers when faeces and urine are in contact with skin for too long

## SKIN DISORDERS ASSOCIATED WITH IRRITATED INFLAMED SKIN

### *Contact dermatitis*

Contact dermatitis is a rash that is brought on either by contact with a specific chemical to which the patient is uniquely allergic or with a substance that directly irritates the skin. Some chemicals are both irritants and allergens. This rash is also occasionally weepy and oozy and affects the parts of the skin which have come in direct contact with the offending substance.

### *Stasis dermatitis*

This is a weepy, oozy dermatitis that occurs on the lower legs of individual who have chronic swelling because of poor circulation in veins.

### *Psoriasis*

An Auto-immune disorder of skin where bumpy scaling eruption never weeps or oozes and tends to occur on the scalp, elbows, and knees. It leads to silvery flakes of skin that scale and fall off.

Finally ***Dermal Therapy*** introduces the  
***ANTI-ITCH SOOTHING CREAM***

1. For the treatment and management of itchy, dry and inflamed skin
2. Calms, relieves and soothes irritated skin
3. Unique 3 way action in a intense moisturising base
4. Relieves irritation and itch in 15 minutes
5. Suitable for sensitive skin
6. Petrochemical free base



Works **faster and better** than an Anti-Histamine gel to relieve **itching, redness and swelling**

## Details of the clinical study

**Test Product:** Dermal Therapy Anti-Itch Soothing Cream

**Reference Product:** Fenistil Gel (Anti-histamine)

**Subject number:** 10

**Sex:** Female

**Age Range:** 18 years and older

**Test Period:** Single application

**Test Area:** Forearm

**Application Frequency:** Single Application

**Testing Parameters:** 3 (Itching, Swelling and Redness)

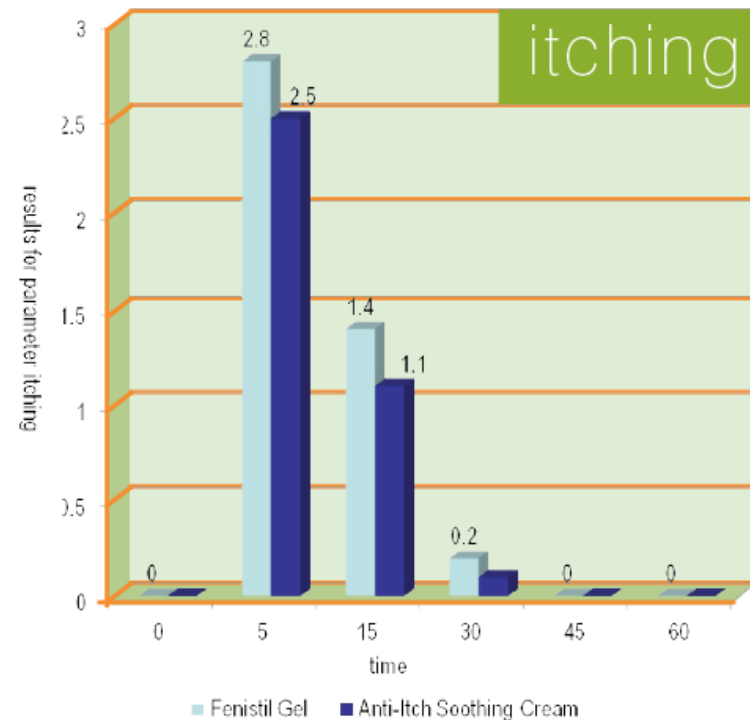




The following chart shows the individual values of **itching** for all subjects after application of the test product **Anti-itch Soothing Cream** and the respectively controlled product **Fenistil Gel**.

The scale 0: no itching to 4: strongest itching is used for the evaluation of itching. The lower the score, the greater the anti-itching effect.

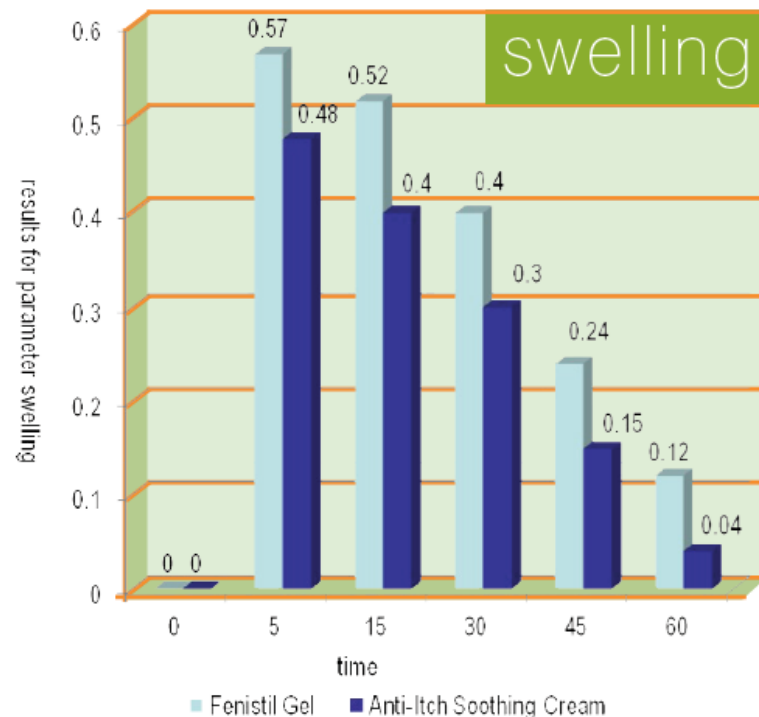
Results show that greater anti-itching effect was observed with the **Anti-itch Soothing Cream**.



The following chart showing the individual values for Swelling for all subjects after application of the test product **Anti-itch Soothing Cream** respectively controlled product **Fenistil Gel**.

The length of swelling was measured in centimetres.

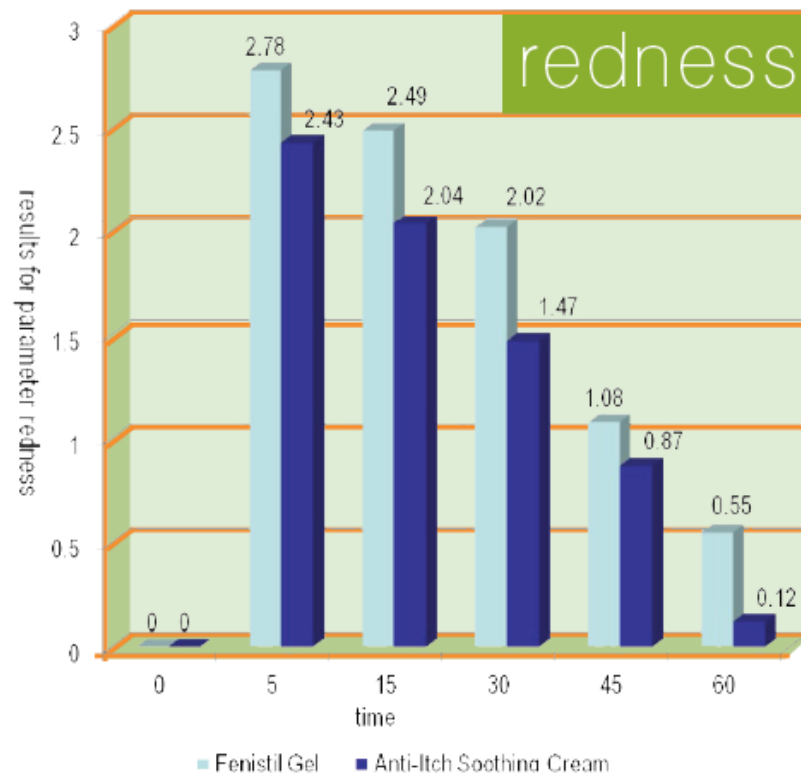
Results show that swelling subsided to a greater extent when using **Anti-itch Soothing Cream**.



The following chart showing the individual values for Redness for all subjects after application of the test product **Anti-itch Soothing Cream** respectively controlled product **Fenistil Gel**.

The length of redness was measured in centimetres.

Results show that greater anti-itching effect was observed with **Anti-itch Soothing Cream**.



*works as GOOD as 1% Hydrocortisone Cream to relieve  
**itching, redness and swelling***

Details of the clinical study

**Test Product:** Dermal Therapy Anti-Itch Soothing Cream

**Reference Product:** 1% Hydrocortisone cream

**Subject number:** 10

**Sex:** Female

**Age Range:** 18 years and older

**Test Period:** Single application

**Test Area:** Forearm

**Application Frequency:** Single Application

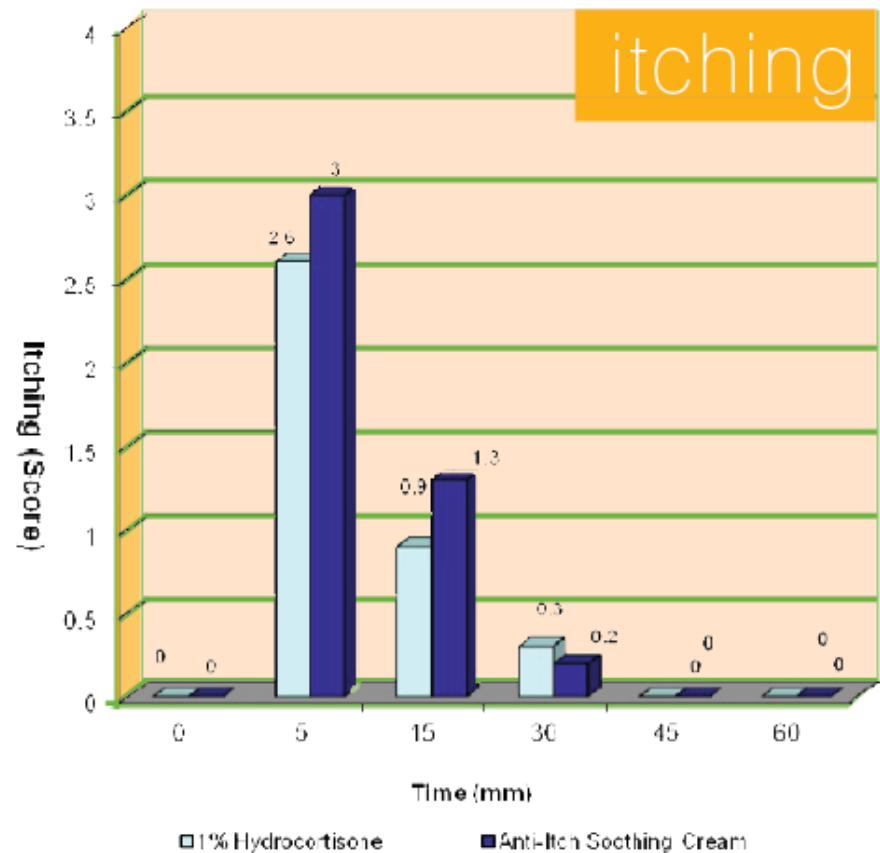
**Testing Parameters:** 3 (*Itching, Swelling and Redness*)



The chart shows the individual values for Itching for all subjects after application of the test product **Anti-Itch Soothing Cream** respectively controlled product **1% Hydrocortisone**.

The scale 0 no itching to 4 strongest itching is used for the evaluation of itching: the lower the score, the greater the anti-itching effect.

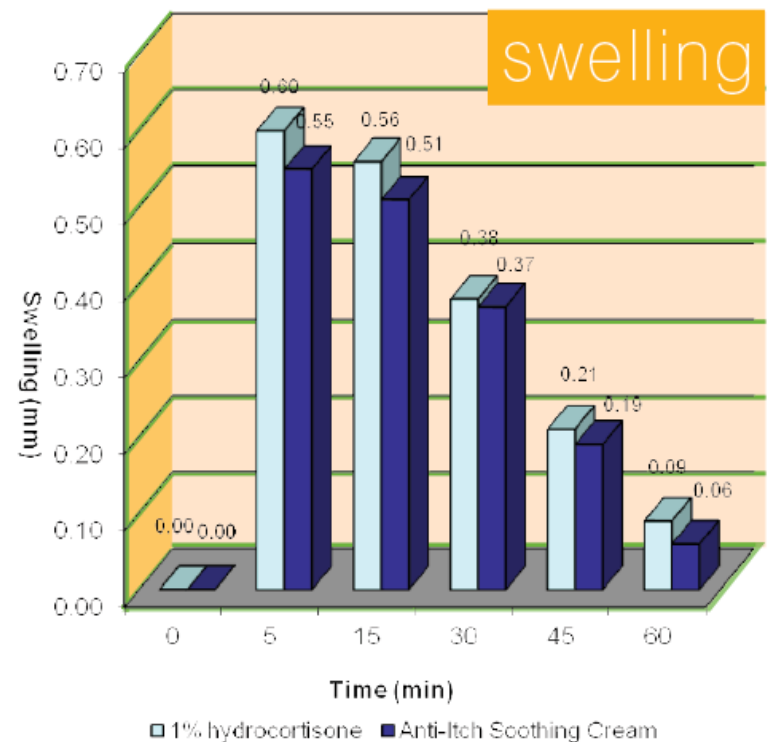
**Findings:** On select measures (30 mins and 45 mins), **Anti-itch Soothing Cream** outperformed the **1% hydrocortisone cream**.



The chart showing the individual values for **Swelling** for all subjects after application of the test product **Anti-Itch Soothing Cream** respectively controlled product **1% Hydrocortisone**.

The length of swelling was measured in centimetres.

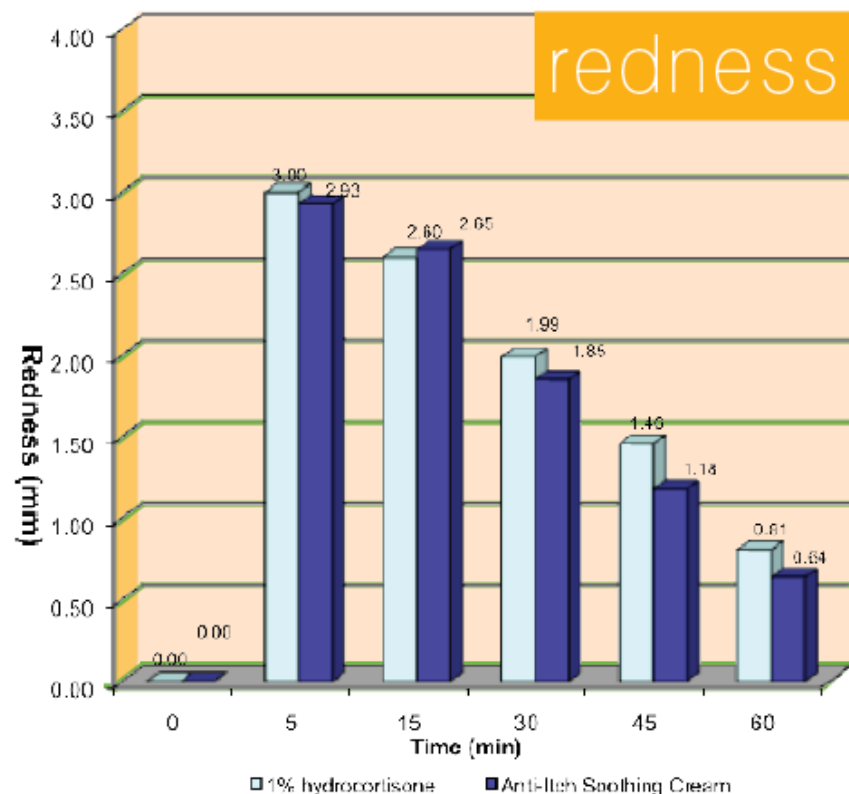
**Findings:** In terms of reduction of swelling, Anti-itch Soothing Cream outperformed 1% hydrocortisone cream at all points of measure. Results illustrate **Anti-itch Soothing Cream** reduces swelling faster and more effectively than **1% hydrocortisone cream**.



The chart shows the individual values for **Redness** for all subjects after application of the test product **Anti-Itch Soothing Cream** respectively controlled product **1% Hydrocortisone**.

The length of redness was measured in centimetres.

**Findings:** Results show a progressive reduction in the redness with both Anti-itch Soothing Cream and 1% hydrocortisone. On select measures (30, 45 and 60 mins), **Anti-itch Soothing Cream** outperformed the **1% hydrocortisone cream**.



***So WHY this incredible effect?***



## ***UNIQUE 3 INGREDIENTS***

to address the cause of irritation and inflammation

Colloidal Oatmeal



Soothes  
Irritation

Canadian Willowherb



Anti-Inflammatory  
action

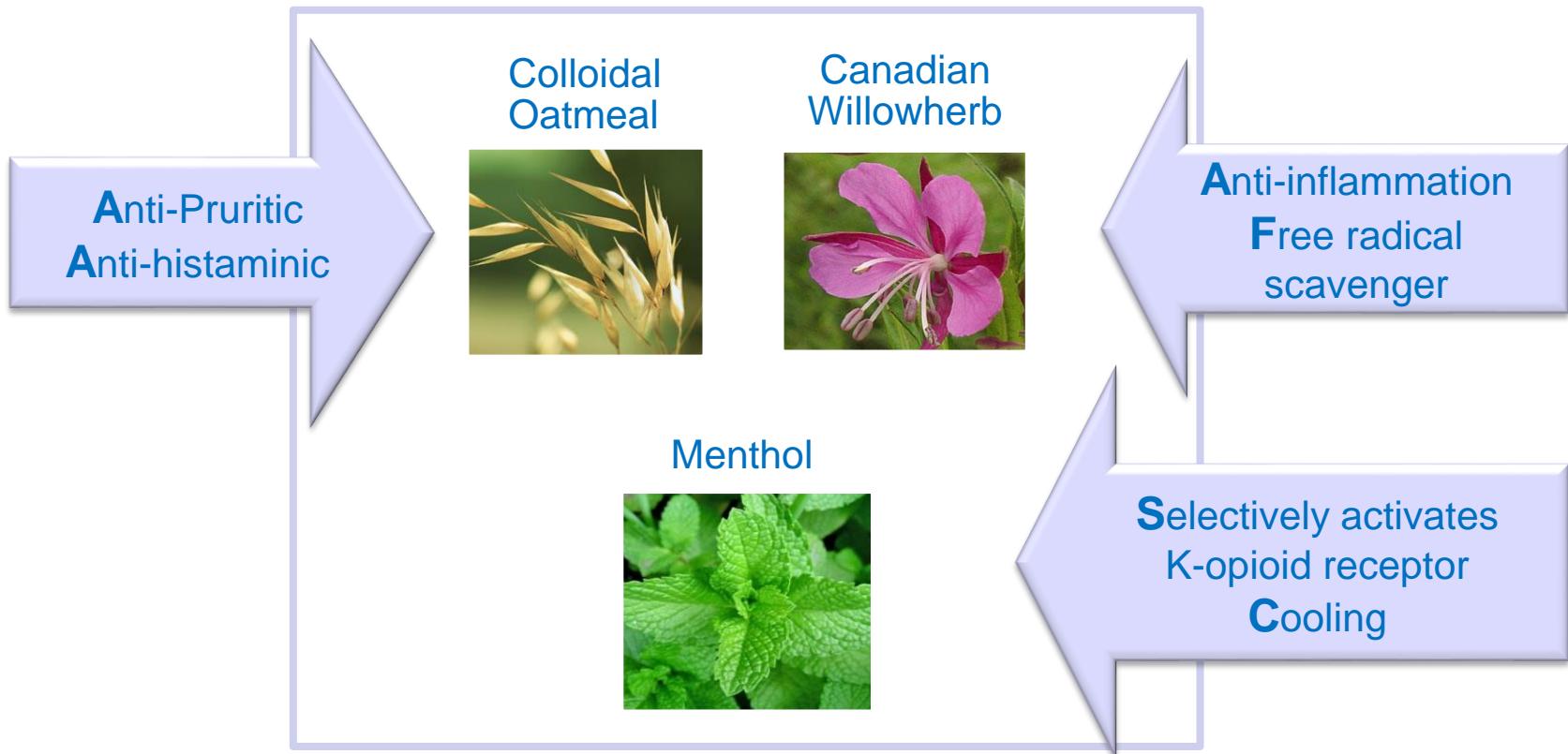
Menthol



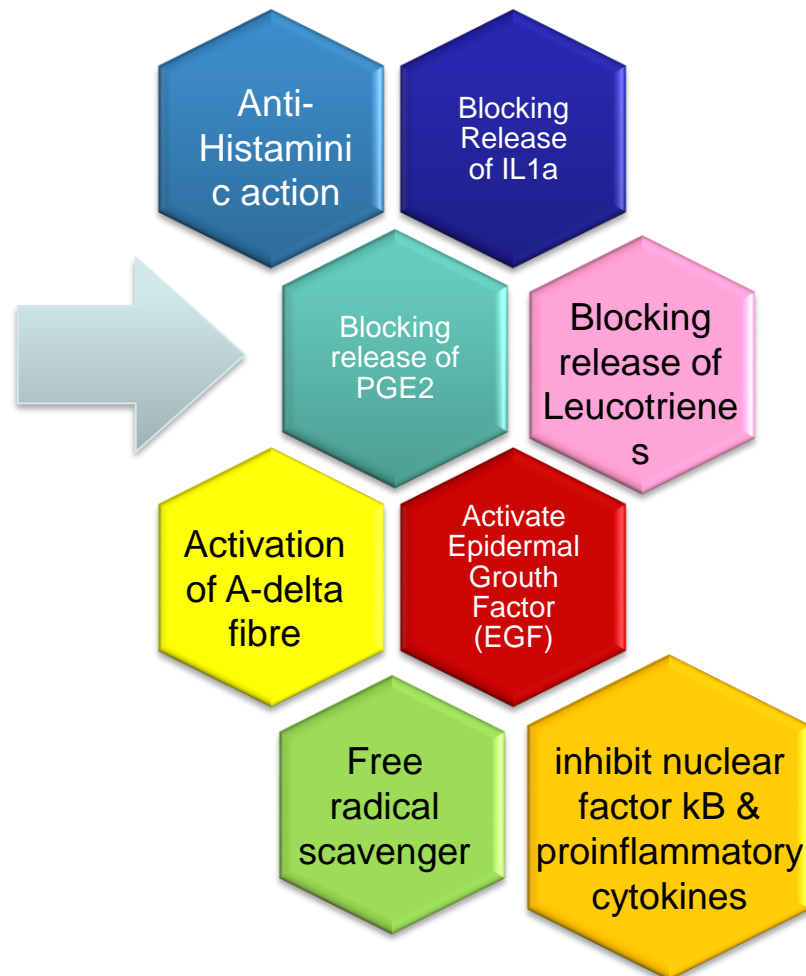
Cooling and  
Anti-Itching

## **UNIQUE 3 INGREDIENTS**

to address the cause of irritation and inflammation

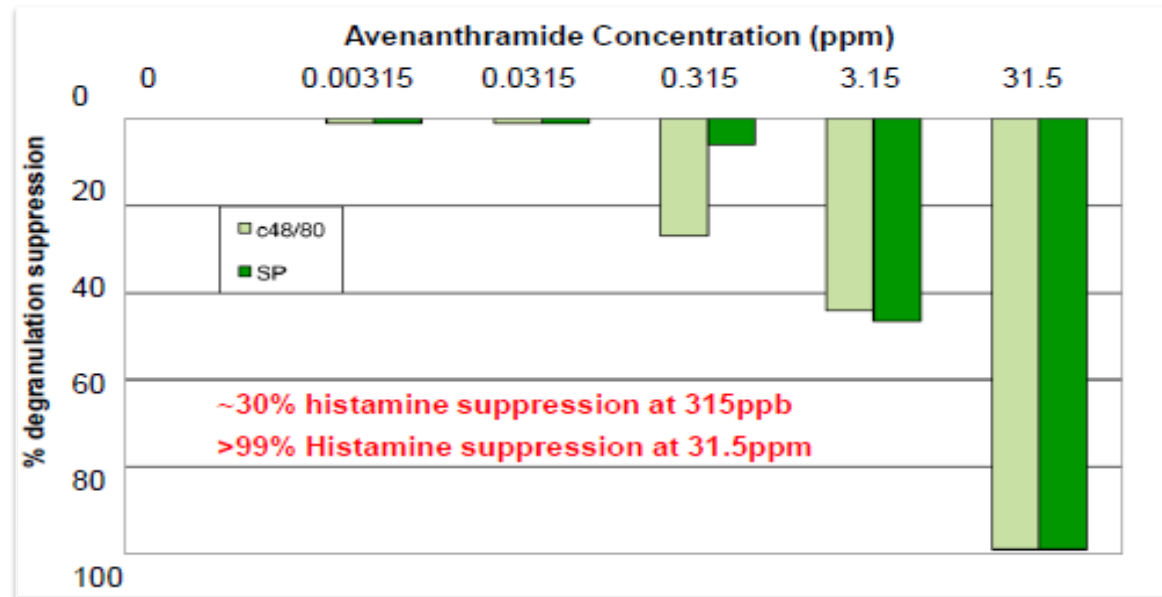


## ***MECHANISM OF ACTION AT A GLANCE***



## EFFECT OF COLLOIDAL OATMEALS

*Avenanthramides* in oats have been shown to be the main group of active polyphenol antioxidants responsible for their anti-inflammatory, antipruritic (anti-itch), and antihistamine properties



Avenanthramides in oats significantly inhibited both an allergic response (c48/80) and a non allergic response (SP)

Avenanthramides activity in Histamine reduction

## ***EFFECT OF COLLOIDAL OATMEALS***

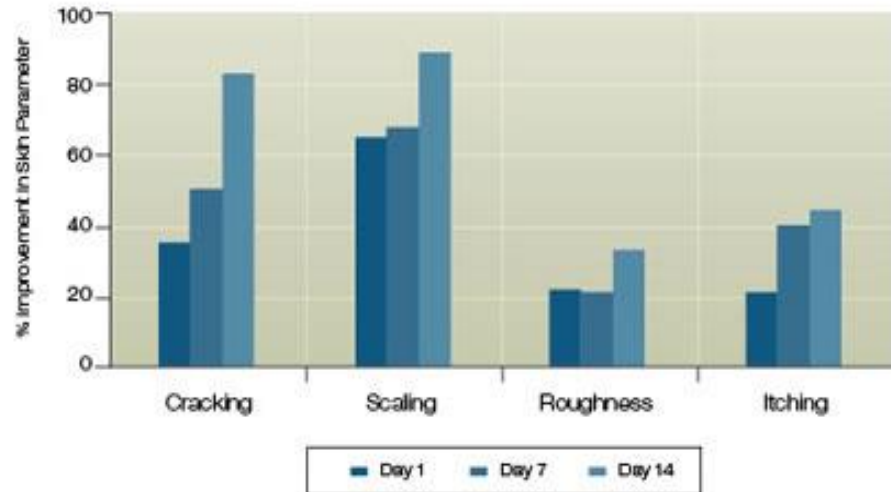


A controlled clinical study was conducted to evaluate the effectiveness of a body lotion containing colloidal oatmeal, oat extract, oat oil and a skin protectant in alleviating extra dry, itchy skin.

Healthy female subjects with chronic itch and extra dry skin on their lower legs were enrolled in the 2-week study. Subjects applied the lotion to the lower leg area twice a day.

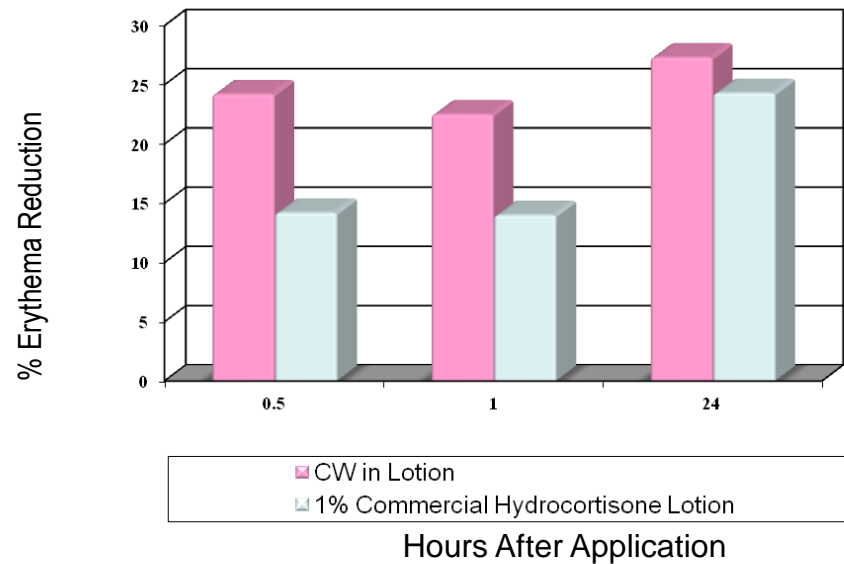
### **Clinically Shown to Significantly Relieve Signs of Extra Dry, Itchy Skin**

- Expert grader assessments at Day 1, 7 and 14 show significant improvements in dry skin parameters



## ***EFFECT OF CANADIAN WILLOWHERB***

*Canadian Willowherb* or *Epilobium angustifolium* L. is cultivated from northern Canada prairies and forests collected from forest burn sites and small amount in cultivation



**Performance of CW in  
human skin anti-irritant  
testing**



## ***EFFECT OF MENTHOL***

A delta fibre on the skin is equipped with specific thermo-receptors (TRPM8).



Cold temperatures have been reported to activate specific thermo-receptors (TRPM8) located on the sensory neurons in the skin.

Menthol demonstrated its capacity in activating the thermo-receptors, thereby sending a message to the brain to trigger the sensation of freshness on the skin

### **Result:**

The strong cooling effect of menthol is felt from the first minute.

The sensation persists for a duration of 30 minutes on the skin

## *Dermal Therapy Anti-Itch Soothing Cream's wide usage*





*For further information on products or any technical enquiry:*

Amit Saha B-Pharm (Hons), M-Pharm, MBA  
Group Technical Manager

***LaCorium Health Australia Pty Ltd***

Call: +61-9693 6506 (direct), +416 546 205 (cell)

[amitsaha@lacoriumhealth.com](mailto:amitsaha@lacoriumhealth.com)

[www.lacoriumhealth.com](http://www.lacoriumhealth.com)

