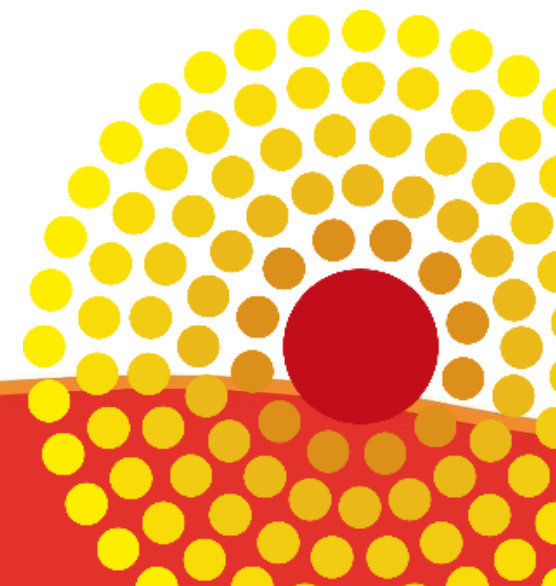
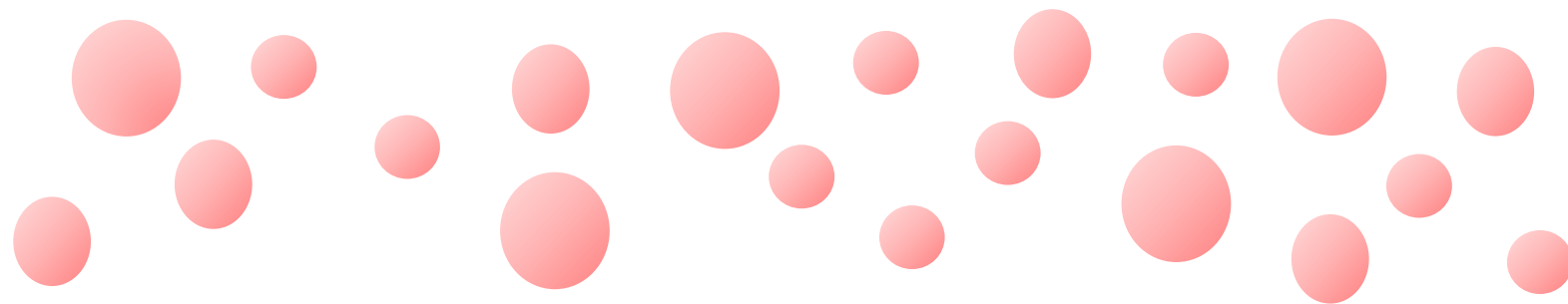




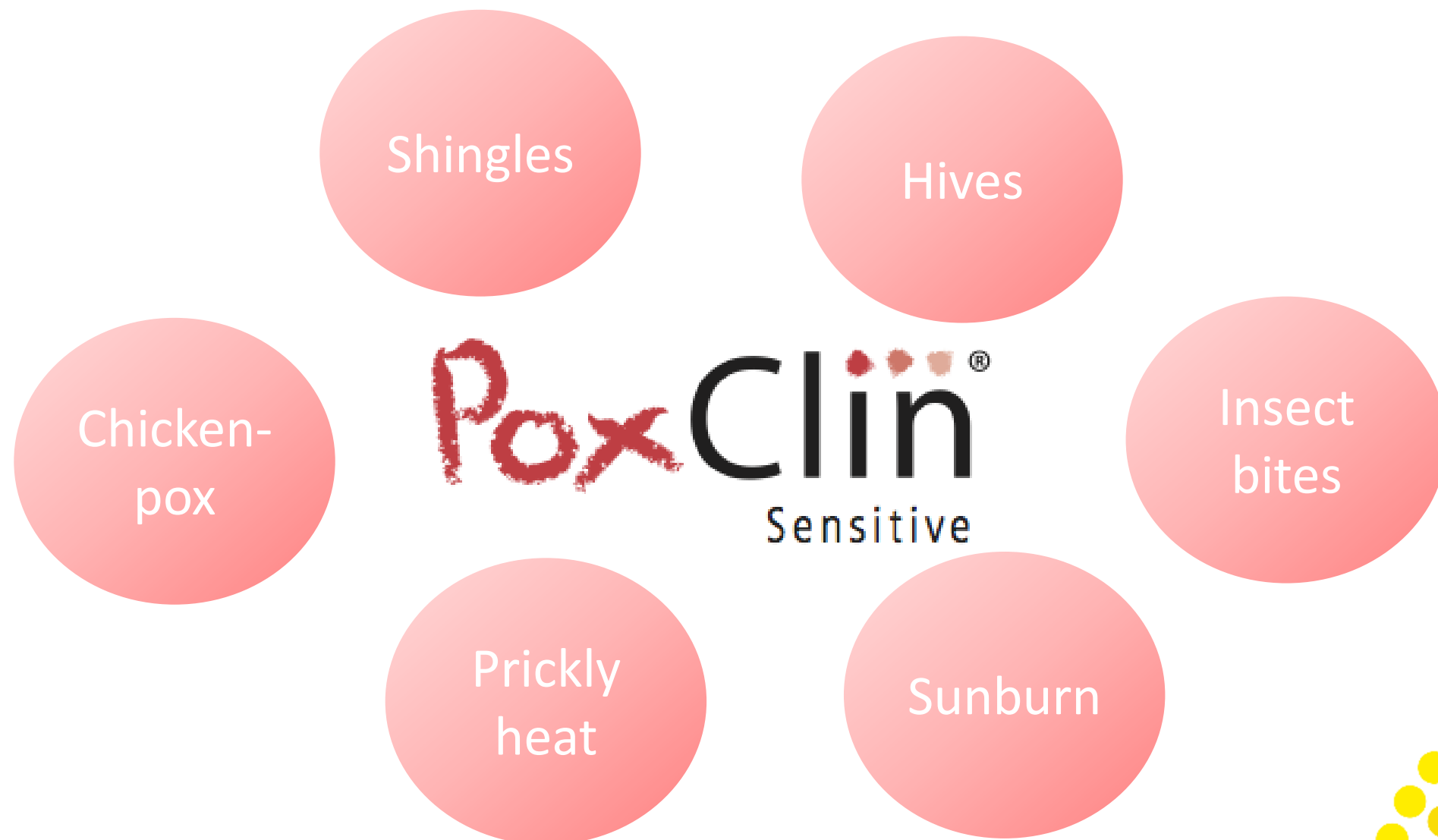
For chickenpox and shingles



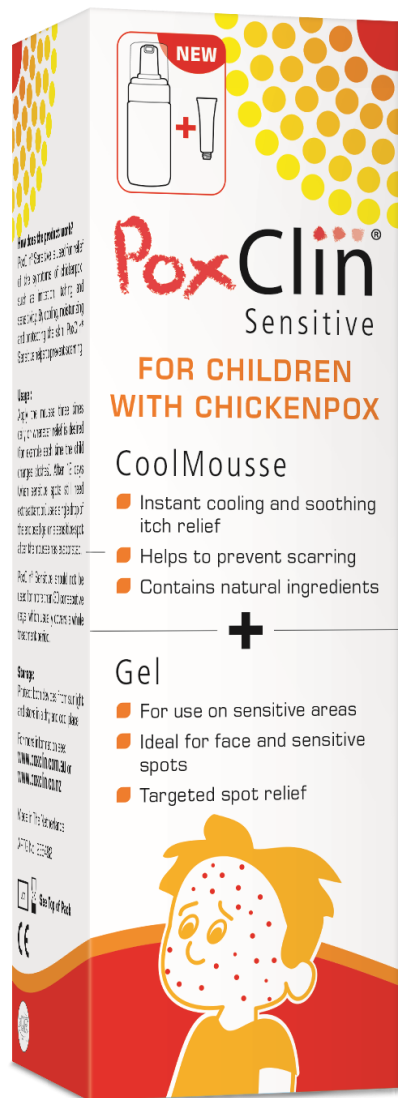


For chickenpox and shingles

Indication: Relieves itch, irritation and sensitivity associated with:



For chickenpox and shingles



Product benefits

- ✓ Immediate itch relief
- ✓ Cooling and soothing effect
- ✓ Conditions and protects the skin
- ✓ Helps to prevent scarring
- ✓ Contains a gel applicator for face/sensitive spots

Product features

- ✓ Pleasant smell, chamomile and lavender
- ✓ Easily spreadable mousse
- ✓ Quickly absorbed by the skin
- ✓ Contains natural ingredients



Each pack contains:
CoolMousse 100ml +
Gel 3ml

For chickenpox and shingles

What is PoxClin Sensitive?

CoolMousse + gel that has been specifically developed to provide relief from:

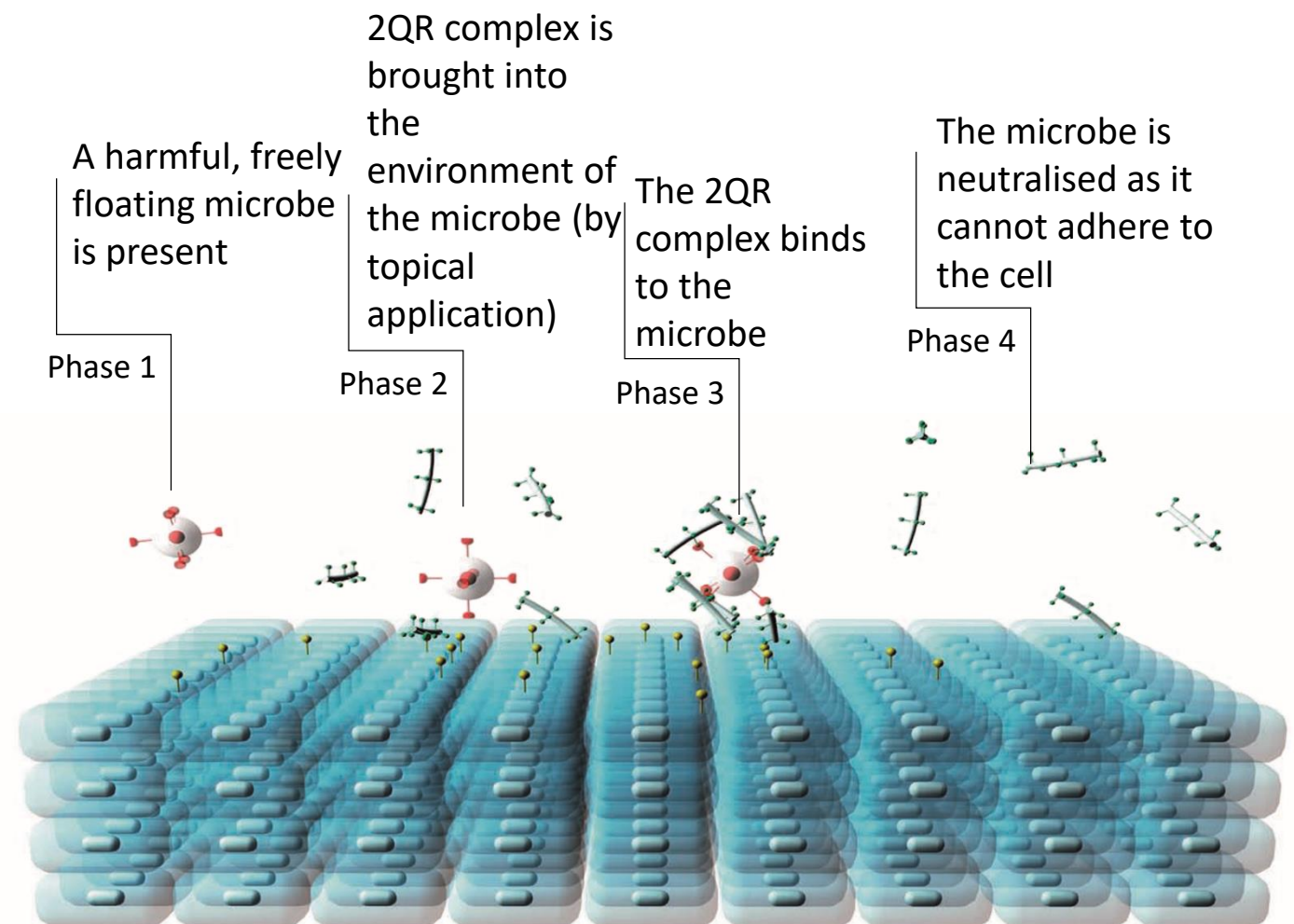
- Irritation
- Itching
- Sensitivity

associated with chickenpox and shingles.

It delivers a cooling and moisturising effect to the skin which reduces the itch helping to prevent scratching and scarring.

PoxClin also contains a 2QR complex, a Bio-Active Bacterial blocker derived from the Aloe Vera plant.

This bacterial blocker helps to protect the skin by stopping bacteria from binding to the broken surface of the skin, reducing the likelihood of infection and scarring.



Bio-Active
Bacterial Control

For chickenpox and shingles

How to apply PoxClin



- Apply PoxClin CoolMousse three times daily or whenever relief is desired (for example each time the child changes).
- The CoolMousse is **gentle to apply** and does not need to be rubbed into the skin. It is **absorbed quickly** into the skin helping to **cool, calm and soothe**.
- The gel applicator is designed for **targeted spot relief** and use on blisters on and around the face or on more sensitive spots that need extra attention.
- Do not use PoxClin Sensitive for more than 30 consecutive days.
- For an added cooling relief, PoxClin Sensitive can be stored in the fridge.

COOLS, CALMS AND SOOTHES SKIN

For chickenpox and shingles

Summary of features and benefits

Provides relief from itch

Accelerates the natural
healing process

Reduces scratching and scarring

Decreases the chance of
bacterial infection

Contains natural ingredients

Is easy to apply with no
friction over sensitive areas

Has a pleasant smell

Conditions and protects the
skin



For chickenpox and shingles

Market data





- It is estimated that around 75,000 chickenpox cases occur every year which is made up from
 - ❖ Around 25% of vaccinated children will contract breakthrough varicella which occurs after vaccination to the disease
 - ❖ People that are against vaccination
 - ❖ Migrant population that are not vaccinated
- There are around 150,000 shingles cases each year
- Children suffering from “general” itch and skin irritations

Other products in the market

- Calamine lotion sell over 200,000* units per year
- Pinetarsol sells around 260,000* units per year
- Solugel is recommended by some pharmacists for the treatment of chickenpox (wound care). Sales of around 60,000* units
- Stingose with 185,000* units sold per year
- Soov sells around 260,000* units per year

For chickenpox and shingles

Competitors

Product	Calamine	Pinetarsol	Solugel	Solosite
Image				
Indication	Anti-itch	Relieves itching and inflammation	Wound care	Wound care
Advantages of PoxClin Sensitive	Moisturises the skin – not drying, easily spreadable mousse that is quickly absorbed by the skin	Pleasant smell & mousse form	Provides immediate itch relief	Provides immediate itch relief