

## Dry Skin Care Solutions:

Dermal Therapy  
Soap Free Wash  
Dermal Therapy  
Dry Skin Wash

Training Slides



# ***What is Dry Skin or Xerosis?***

Dry skin (Xerosis) is a condition of rough, dry skin with fine scaling of skin and, occasionally, with small cracks in the skin. Dry skin is also known as winter itch or asteatosis.

Often itchy, dry skin is caused by environmental factors, such as cold weather and frequent bathing, and by medical conditions, such as atopic dermatitis and malnutrition.

Dry skin develops due to a decrease in the natural oils in the outer layer of skin, which makes the skin lose water.

# ***What are the causes of Dry Skin or Xerosis?***

## **Dry Air**

Dry air is probably the most common cause of dry skin, especially during the winter. It draws the moisture right out of the skin. Dry skin during winter even gets its own name: winter itch

## **Long, Hot Showers & Baths**

Prolonged exposure to water, especially hot water can wash away the natural oils that protect your skin. lukewarm rather than hot water is better for dry skin problem.

## **Soap**

Soap can quickly strip away your skin's protective oils, and we tend to use way too much of it. Ironically, in the quest to rid ourselves of germs, excessive hand washing can dry out the skin and cause it to crack and bleed, making infection much more likely.

# ***What are the causes of Dry Skin or Xerosis?***

## **Itchy Clothing**

Many people obstinately wear clothing that they find itchy. But no matter how much you might love the look of a sweater, it's not worth it if it is uncomfortable.

## **Medication and Drugs**

A number of medicines have the side effect of drying out the skin.

They include drugs for:

- High blood pressure, like diuretics
- Allergies, like antihistamines
- Acne and other skin conditions, like retinoid

# *What are the causes of Dry Skin or Xerosis?*

## *Medical Conditions*

- a. **Changes in hormone levels:** Dry skin often develops when people get older, especially in women. Changes in hormone levels can cause dry skin as we age. As many as 75% of people over 64 have dry skin.
- b. **Skin conditions, like eczema and psoriasis:** While they usually need direct treatment, careful use of moisturizers often helps.
- c. **Diabetes:** Fluctuations in glucose levels can lead to dehydration, and that dries the skin out. Given that diabetes can also slow healing and increase the risk of infections, it's especially important for people with this condition to keep their skin healthy.
- d. **Hypothyroidism:** Low levels of thyroid hormone can reduce the amount of oil produced by your skin. As a result, skin becomes dry and rough, where moisturizer is unlikely to help.
- e. **Malnutrition:** Not getting the nutrients you need can leave your skin dried out. One possible cause is an eating disorder.

# ***Solutions of Dry Skin or Xerosis***

## Cleansing

Use a soap and sulfate free wash in bath or shower. It is less likely to strip the natural oils from your skin.

Select a cleanser that is clinically proven to be non-irritating to your skin.

Avoid using SLS based products.

## Moisturising

Use a concentrated moisturiser clinically proven to hydrate your skin

Select a moisturiser that is free from Fragrances & Petrochemicals

Select a moisturiser that is non-greasy and absorbs very well on to skin

Select a moisturiser that provides 24 hour moisturisation benefit

# *Introducing Dermal Therapy Dry Skin Lotion & Soap Free Wash*



## ***Dermal Therapy Soap Free Wash***

**Dermal Therapy Soap Free Wash** is made from natural ingredients to provide effective relief from dry skin. Dermal Therapy Soap Free Wash is a mild and effective wash, which thoroughly cleanses the skin, without stripping it of essential oils.

Ideal for use in the shower, bath or basin, Dermal Therapy Soap Free Wash is mild enough for daily use on the entire family. Dermal Therapy Soap Free Wash is formulated with all natural cleansers to be suitable for dry, sensitive, rough, itchy or flaking skin as well as skin prone to Eczema, Psoriasis and Dermatitis.

**DIRECTIONS:** Apply Dermal Therapy Soap Free Wash to wet skin. Massage in gentle circular motions, rinse thoroughly and gently pat dry. For best results, use in conjunction with Dermal Therapy Dry Skin Lotion.



## *Dermal Therapy Soap Free Wash*

### *Key attributes*



- 100% naturally derived ingredients
- Clinically proven to be less irritating than the category leaders
- Using Coconut oil based cleansing agent as opposed to sulfate based agents like SLS which can be more irritating
- Use high percentage of moisturising agents like vegetable based Glycerine.
- No artificial colour or fragrance
- Paraben & SLS (including any form of sulphate) free
- 1-4 diaxone contamination free
- Attractive packaging and nice shelf presence
- Comes in family 1 Litre and small 250 ml and 100ml easy to carry sizes

## *Dermal Therapy Soap Free Wash – why it is different?*

The Duhring Chamber Test was conducted on 10 female and male subjects aged 18 to 49 having healthy skin in accordance with the method as outlined by P.J. Frosch and A.M. Kligman (1,2). The results of the evaluation and the measurements are summarised in the following charts.

1. Visual Evaluation:

	Erythema	Scaling	Fissures
Control 1: Water	0.0	0.0	0.0
Control 2: SDS (0.2%) a known irritant	1.5	0.5	0.2
Dermal Therapy Soap Free Wash	0.0	0.0	0.0

Dermal Therapy Soap Free Wash did not produce any of the 3 signs of irritation, and is therefore ***as low irritating as water.***

## *Dermal Therapy Soap Free Wash – why it is different?*

### 2. TEWL Values:

	Start of the test	End of the test	Increase in TEWL
Control 1: Water	6.1	6.5	0.3
Control 2: SDS (0.2%) a known irritant	6.4	10.2	3.9
Dermal Therapy Soap Free Wash	6.3	7.0	0.7

TEWL or Trans Epidermal Water Loss is a measurement of water loss from the skin surface. The lower the water loss is, the less drying the product is.

With water, the TEWL value was 0.3, and with Dermal Therapy Soap Free Wash it was 0.7. So *the product is almost as least drying as water.*

## *Dermal Therapy Soap Free Wash – why it is different?*

### 3. Chromametry Values (Redness $a^*$ ):

	Start of the test	End of the test	Increase in $a^*$
Control 1: Water	7.97	8.23	0.26
Control 2: SDS (0.2%) a known irritant	7.81	10.39	2.58
Dermal Therapy Soap Free Wash	8.02	8.55	0.53

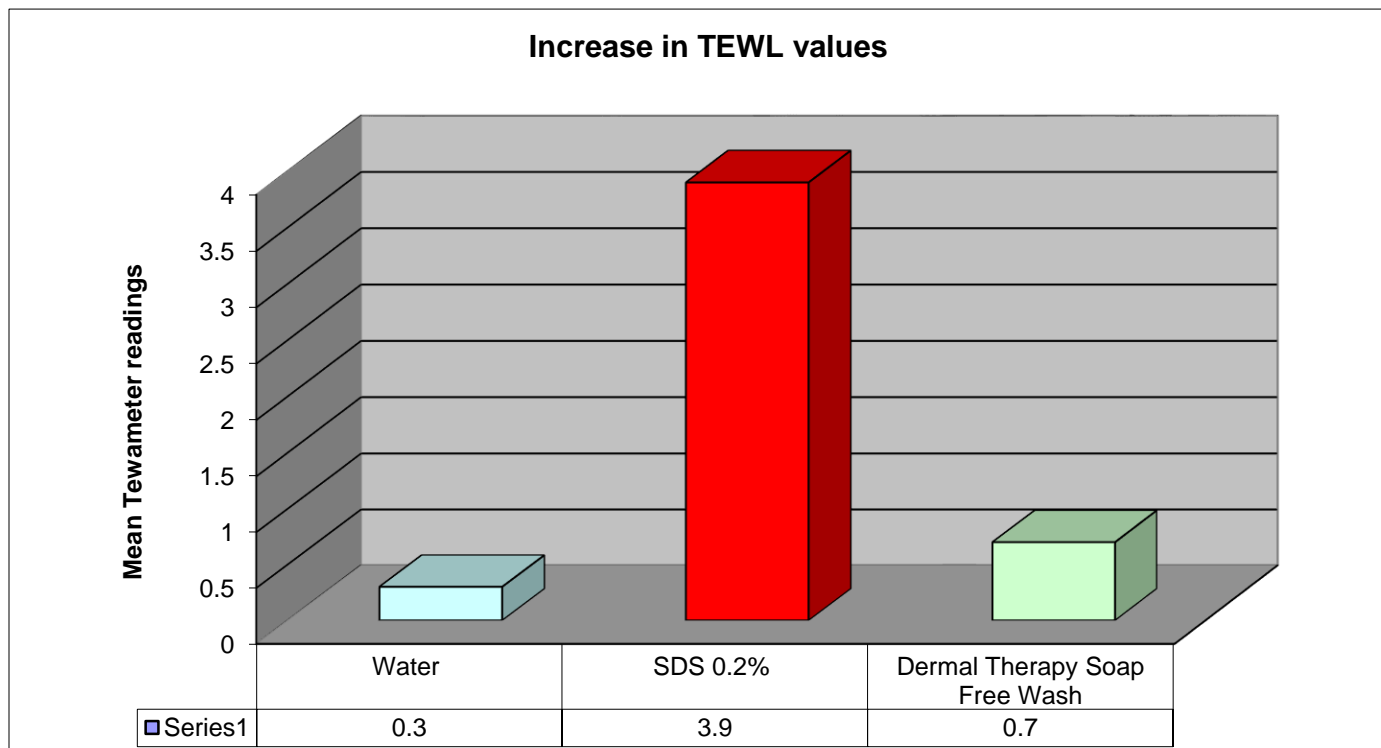
By means of chromametry, reddening & blanching effects on the skin can be assessed in a standardized manner.

The increase in  $a^*$  value denotes increase in redness which is a sign of irritation and inflammation.

With water, the  $a^*$  value was 0.26, and with Dermal Therapy Soap Free Wash it was 0.53. So the product has produced ***little more redness than water would normally produce.***

## *Dermal Therapy Soap Free Wash - A Comparative TEWL Model*

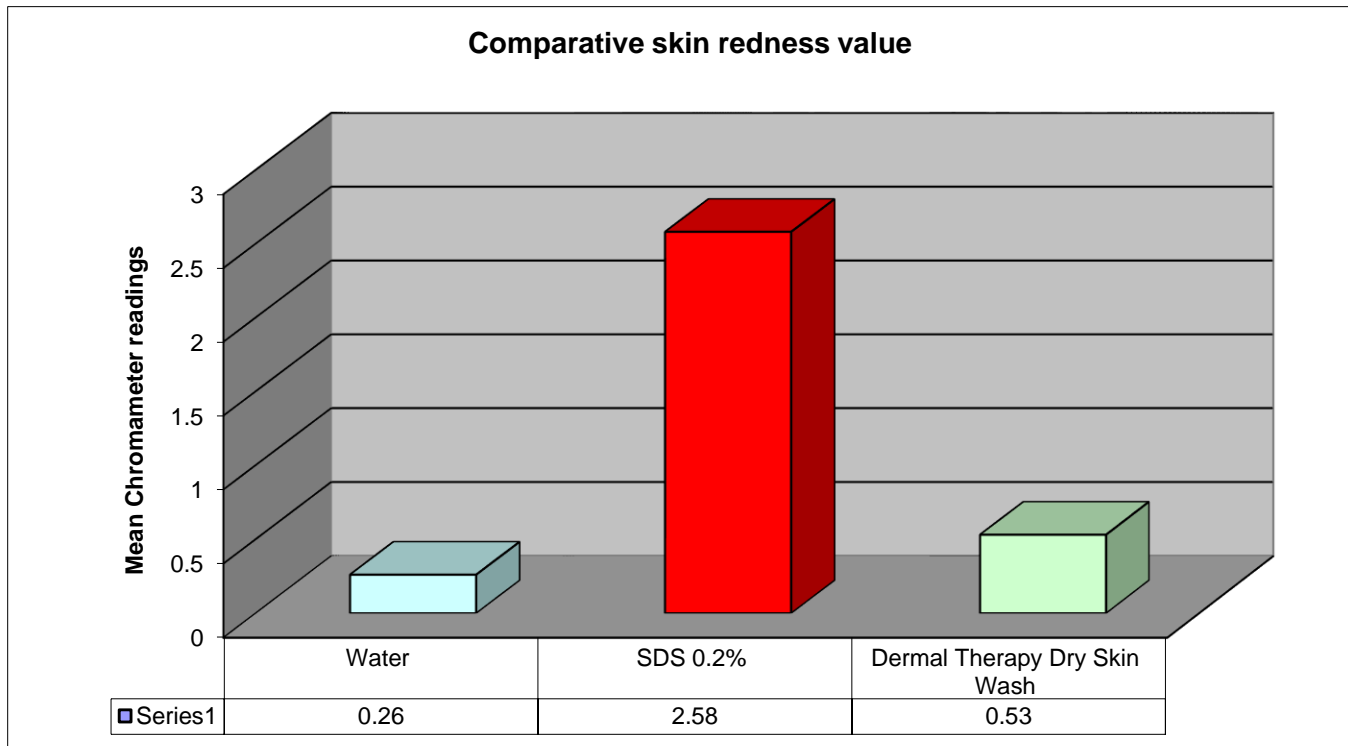
Additional tests were performed to compare the TEWL value of Dermal Therapy Soap Free Wash against SDS



Dermal Therapy Dry Skin Wash produced less water loss from epidermis as compared to SDS.

## *Dermal Therapy Soap Free Wash - A Comparative Irritation Model*

Additional tests were performed to compare the irritancy of Dermal Therapy Dry Skin with SDS a known irritant



Dermal Therapy Dry Skin Wash produced 4.8 times less irritation than SDS

## *Dermal Therapy Soap Free Wash - real ingredients real results*

INCI Name	Function	Source
Aqua	Solvent	Water
Cocamidopropyl betaine	Foaming agent	Coconut
Glycerine	Humectant	Vegetable
Decyl glucoside	Surfactant	Corn or potato starch and coconut
Hydroxypropyl starch phosphate	Thickener and emulsion stabiliser	Corn
Lauryl glucoside	Surfactant	Vegetable based
Benzyl alcohol	Preservative	Jasmine or almond oil
Stearyl citrate	Chelating agent	Vegetable based
Slavia sclarea	Skin conditioning agent	Clary Sage extract
Citric acid	pH adjuster	Citrus fruit
Dehydroxanthan gum	Thickening agent	Corn or Soy
Sodium hydroxymethylglycinate	Preservative	Amino acid derivative
Propanediol	Emollient and pH adjuster	Corn

***Dermal Therapy Dry Skin Lotion*** contains natural ingredients to provide effective relief from dry skin. Dermal Therapy Dry Skin Lotion is an intensive moisturising lotion, designed to deeply nourish and hydrate the skin and protect it against further moisture loss.

Ideal as an every day moisturiser, Dermal Therapy Dry Skin Lotion hydrates skin for up to 24 hours. Formulated with the latest innovations in natural emollients to be suitable for dry, sensitive, rough, itchy or flaking skin as well as skin prone to Eczema, Psoriasis and Dermatitis.

**DIRECTIONS:** After washing with Dermal Therapy Soap Free Wash, gently massage Dermal Therapy Dry Skin Lotion all over body.





## *Key attributes*



- 100% naturally derived ingredients
- Clinically proven to moisturize up to 24 hours from a single application
- Clinically proven to increase skin hydration by 50% in 14 days
- With unique Xeradin in combination with other moisturizers
- Non greasy and quick absorbing
- No artificial colour or fragrance
- Paraben free

## ***Xeradin Makes it Different***

Dermal Therapy Naturals uses **XERADIN**, a functional ingredient of vegetable source with a high immediate and 24 hour moisturisation power! This innovative ingredient has been obtained from the adaptogenic mechanism of Xerophyte plants in hydric conditions.

### ***What are Xerophyte plants?***

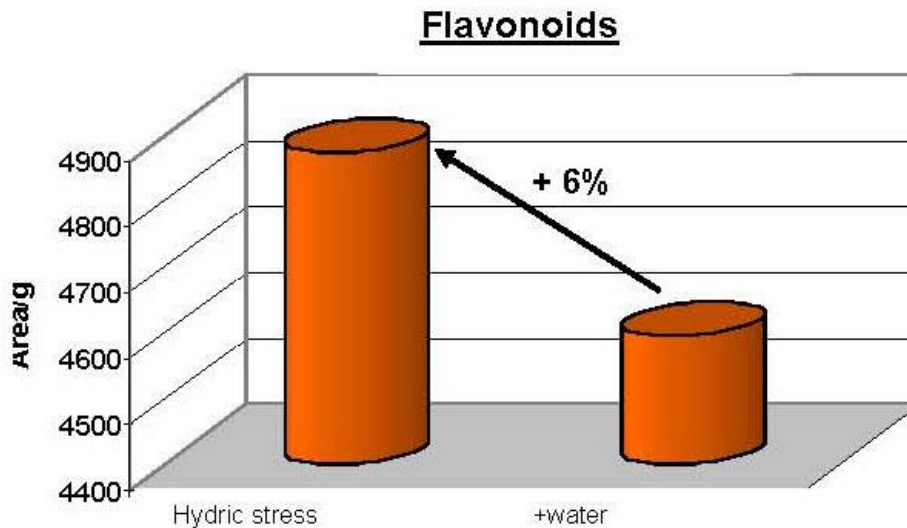
There are some areas on the planet that have classified disadvantages for the survival of most plants due to lack to water, resulting in hydric stress. Flora inhabiting those areas have had to adapt to these xerotic conditions and developed different and special mechanisms to leverage and manage available water.

Xeradin is obtained from XEROPHYTE SAGE (*Salvia sclarea*) under extreme xerotic conditions, which enhances its adaptogenic mechanism in anhydrotic conditions. Thus, it becomes an effective active ingredient to provide immediate and 24 hour moisturisation effect.

## *Xeradin Makes it Different*

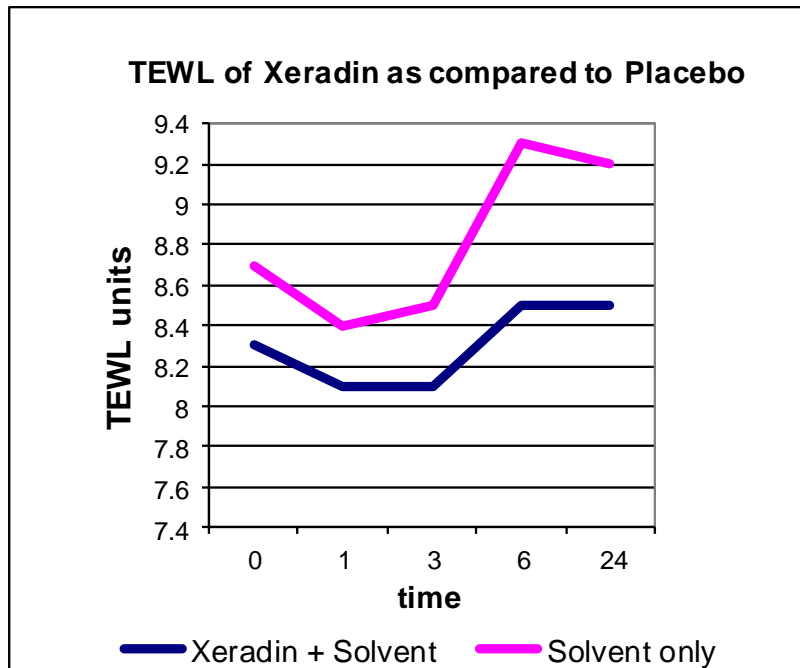
**XERADIN™** is a functional ingredient obtained from “*Salvia sclarea L.*” cultivated under xerotic conditions to achieve the desired adaptogenic mechanisms.

The main components of this plant are flavanoids which varies greatly under normal and xerotic conditions.



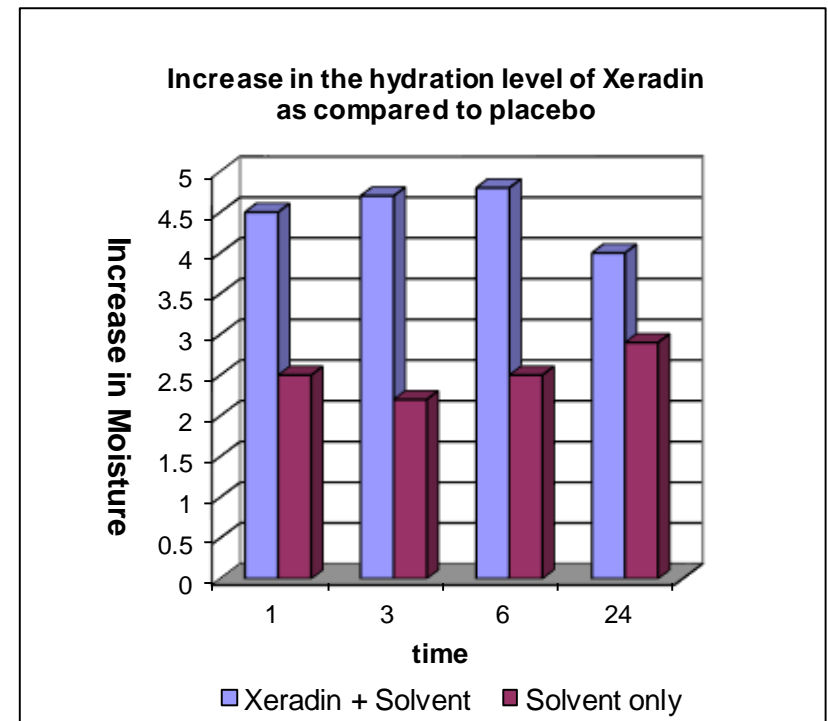
*Salvia Sclarea* produce 6% more flavonoids under xerotic condition as compared to normal condition, which accounts for their unique water binding capacity.

## *Xeradin Makes it Different*



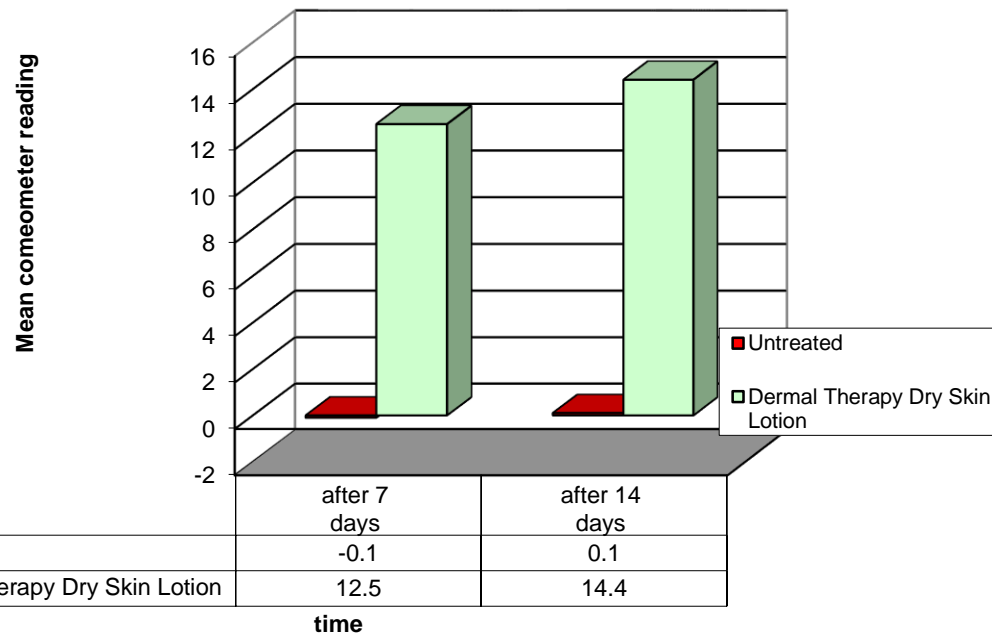
TEWL value of Xeradin is consistently lower than solvent only, which means that Xeradin reduces water loss more significantly than solvent alone.

Increase in moisturisation value of Xeradin is consistently higher than solvent only, which means that Xeradin increases moisturisation significantly when compared with solvent alone.



## Proven efficacy by trials

Experimental data of skin hydration



### Details of the clinical study:

**Test products:** Dermal Therapy Dry Skin Lotion

**Subject number:** 20 (+1=reserve)

**Sex:** Female

**Age Range:** 24 to 61 years

**Test Sites:** Inner sides of forearms

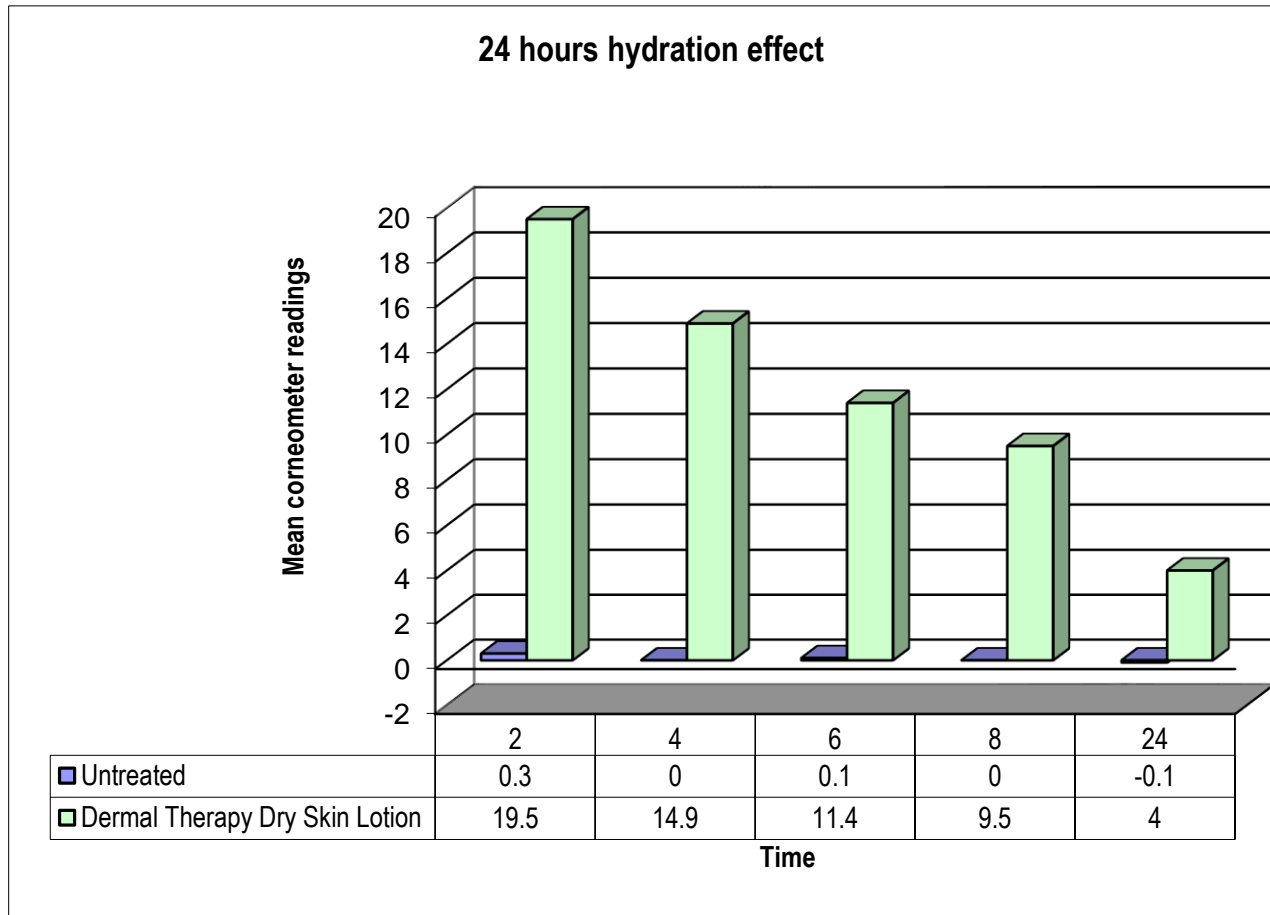
**Duration:** 14 Days

**Frequency:** Twice daily

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

Performed by:  
Derma Consult Concept GmbH  
Von-Weichs-Str 9A  
53121 Bonn

***Clinically proven to provide a 24 hour hydration effect***



Significant hydration after a single application over 24 hours on 20 subjects

## *Real ingredients real results*

INCI Name	Function	Source
Aqua	Solvent	Water
Caprylic/ Capric diglyceride	Emulsifier	Coconut
Glycerine	Humectant	Vegetable
Cetearyl alcohol	Emulsion stabiliser	Coconut
Glyceryl Stearate Citrate	Emulsifier and skin conditioning agent	Vegetable
Glyceryl Stearate	Emulsifier and skin conditioning agent	Plant
Cera Alba	Skin moisturising and nourishing	Beeswax
Saliva sclarea	Skin moisturising	Clary Sage extract
Simmondsia Chinensis Seed oil	Skin conditioning agent	Joboba
Magnesium aluminium silicate	Viscosity increasing agent	Clay
Xanthan gum	Thickening agent	Glucose
Propanediol	Emollient and pH adjuster	Corn
Caprylyl glycol	Skin conditioning agent	Coconut
1,2 Hexanediol	Solvent	
Tropolone	Antioxidant	

The complete dry skin range with proven efficacy!





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

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