

Dexem

Repair

**Treats the symptoms of
eczema & skin irritations.**

Training presentation

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Dexem Repair is a specially designed range targeted for the treatment of eczema and irritated skin

Dexem Repair provides ongoing relief from redness, itch and irritation with the unique and clinically proven ingredient 2QR.

By blocking harmful bacteria from constantly attacking the skin, 2QR helps build a barrier that calms irritation and allows the skin to recover naturally without the constant stress from external factors. Available in both Cream and Scalp Lotion.

dexemrepair.com.au

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What is eczema?

Eczema is a common skin condition and affects about **one in three Australians** at some stage in their life. Doctors often call it **atopic eczema** or **atopic dermatitis**.

Atopic is a predisposition toward developing certain hypersensitivity reactions. While eczema/dermatitis are terms for a group of medical conditions that causes inflamed or irritated skin.

Eczema is a complex condition, the exact cause of which is unknown, but tends to be more likely to be present in families who have a history of atopic conditions such eczema, asthma or hay fever. There is normally a defect in the barrier function of the skin and sufferers tend to have an immune system that is **overly sensitive to bacteria and allergens**. This causes **moisture loss**, resulting in **dry, itchy, red, inflamed and irritated skin** which can easily crack and bleed. As the skin barrier is not functioning properly it allows bacteria to overgrow on the skin and allergens to attack the skin. This further aggravates the skin and **increases the itch and redness**.

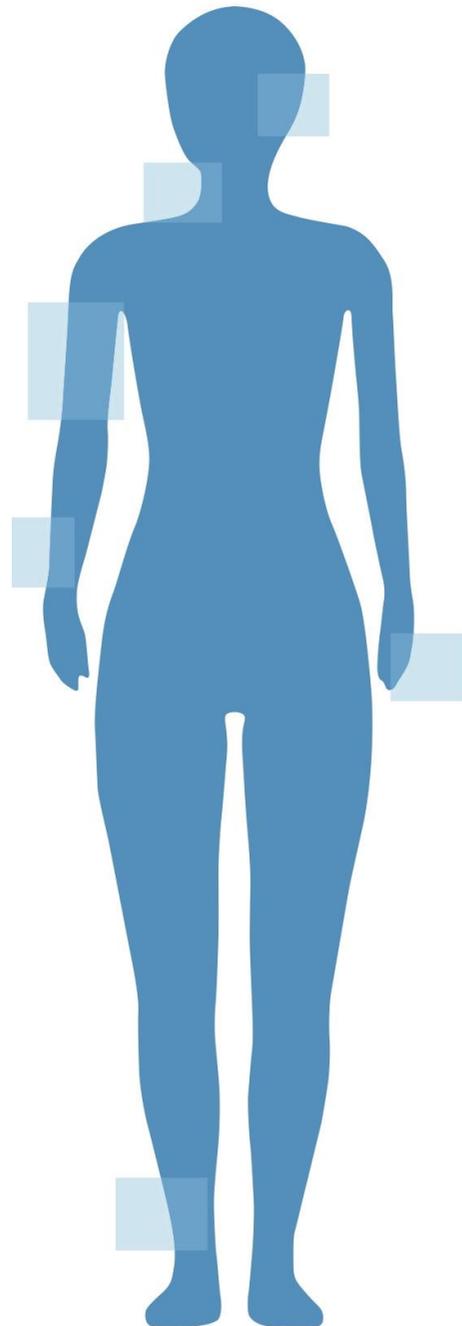
Eczema affects all ages, but it usually first appears in early childhood and often disappears at around 6 years of age. **More than half** of all eczema sufferers show signs within their first 12 months of life and **another 30%** develop eczema before the age of 5 years.



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What causes eczema?

People with eczema have a damaged skin barrier. Moisture evaporates which makes the skin become **dry and scaly**. Allergens that attack the skin can make it **red and itchy**. It can flare-up and subside from time to time. Children and adults tend to have eczema on the **neck, wrists, and ankles**, and in areas that bend, like the **inner elbow and knee**.

Eczema is more common in families with a **history of allergies, asthma and hay fever** (atopic conditions).

Triggers of eczema flare ups can include:

- **Stress**
- Contact with **irritants** (like soaps and detergents, shampoos, bubble bath and disinfectants) and **allergens** (like dust mites, pets, pollen and moulds) in the environment
- **Hot, humid or cold, dry conditions** which can aggravate the itch making people more likely to scratch
- **Food allergies** especially dairy, wheat products, citrus fruit, eggs, nuts seafood, chemical food additives, preservatives and colourings

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How is eczema treated?

Currently, there is no available cure for eczema, but it can be managed by:

- Maintaining and protecting the skin, by keeping eczema prone skin well moisturised with an emollient specially formulated for eczema
- Treating flare-ups quickly to reduce redness and inflammation of the skin
- Controlling the itch
- Controlling and preventing infection as atopic skin is very prone to infection with bacteria and allergens
- Avoid known triggers, irritants and allergens to decrease the severity and likelihood of flare ups



Dexem Repair offers a solution to manage eczema and skin irritations

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What is Dexem Repair Cream used for?

Dexem Repair Cream targets the symptoms of eczema and other forms of irritated skin. This **steroid-free** cream moisturises and calms the skin. The cream has been dermatologically tested and is suitable to use on infants & children. Dexem Repair Cream is suitable for use all over the body and in the face.



What is the active ingredient of the Cream?

The cream is based on the **patented bio-active 2QR complex**. This natural ingredient is based on long polysaccharide chains derived from the Aloë Barbadensis plant.

Aloe Barbadensis Gel (Aloe Barbadensis Extract) containing Galactoarabinan Polyglucuronic Acid Crosspolymer*, Aqua (Water), Ethylhexyl Stearate (Octyl Stearate), Glycerin, Zinc Oxide, Oxidized Microcrystalline Cera (Microcrystalline Wax), Caprylic/Capric Triglyceride, PEG-30 Dipolyhydroxystearate, Cetearyl Ethylhexanoate (Cetearyl Octanoate), Isopropyl Myristate, Magnesium Sulphate, Phenoxyethanol, Ethylhexylglycerin, Tocopheryl Acetate.

*2QR, patented bio-active polysaccharides derived from Aloe Barbadensis inner leaf gel by molecular filtration process.

Dexem Repair Cream does not contain any ingredients of animal origin.

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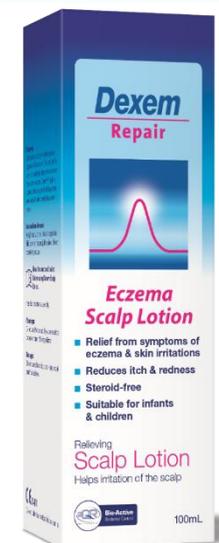
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What is Dexem Scalp Lotion used for?

Dexem Scalp Lotion relieves itch and **treats damaged, red, and dry skin under the hair**. The lotion is steroid-free and **non-greasy**, so it does not affect your hair. It comes in 100mL squeeze bottle with applicator tip to facilitate **easy application** through the hair onto the scalp.

What does the active ingredient do?

Dexem Repair products contain the bio-active 2QR complex. This ingredient supports the skin's natural healing process. Its polysaccharide chains have the unique characteristic of binding to harmful bacteria. This **blocks the bacteria**, thus protecting the skin cells from being attacked. By lightening the bacterial load and optimising the condition of the skin, the Dexem Repair products help the skin to return to its healthy state. Dexem Repair products go beyond protecting the skin by **supporting the skin's natural healing process**. Furthermore, the Dexem Repair Cream has been specifically developed to moisturise and nourish the skin.



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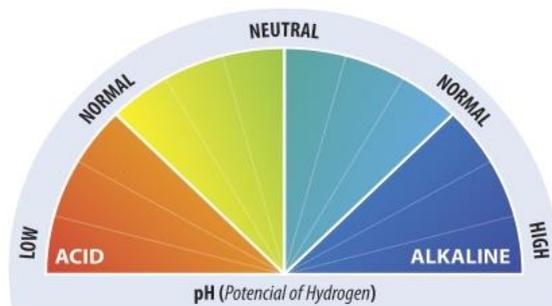
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Dexem Repair – 3 step mode of action



Patented Bio-Active 2QR complex blocks bacteria

Dexem Repair contains the unique active ingredient 2QR Bio-Active complex that **blocks harmful bacteria** from attacking the skin. There are far more bacteria in and on our body than our own cells. Because of the damaged skin barrier found in eczema sufferers, the bad bacteria (also called pathogens) can easily attach to the skin and cause infection. Derived from **natural Aloe leaves**, 2QR binds to harmful bacteria and neutralises them before they can attach to the skin. This allows the skin to **recover naturally** without the constant stress from external factors.



Normalises skin pH to protect from bacterial overgrowth

It is known that people with eczema have a higher pH of the skin than others. This further increases the chance of an infection and bacterial growth. Dexem Repair helps **restore skin's normal pH**, which provides protection from bacteria.



Moisturisers improve skin barrier function

Dexem Repair contains ingredients that **moisturise the skin** and help build a barrier to relieve eczema symptoms.

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The 2QR complex

A harmful microbe is present in the host. It is freely floating around and unattached. In this phase it is rather harmless. However, the microbe has a binding mechanism of adhesions on the surface of its cell membrane.

Phase 1

2QR is brought into the environment of the microbe (through topical application). The molecules are long chains with dispersed negatively charged fractions. The natural component is completely safe to the host.

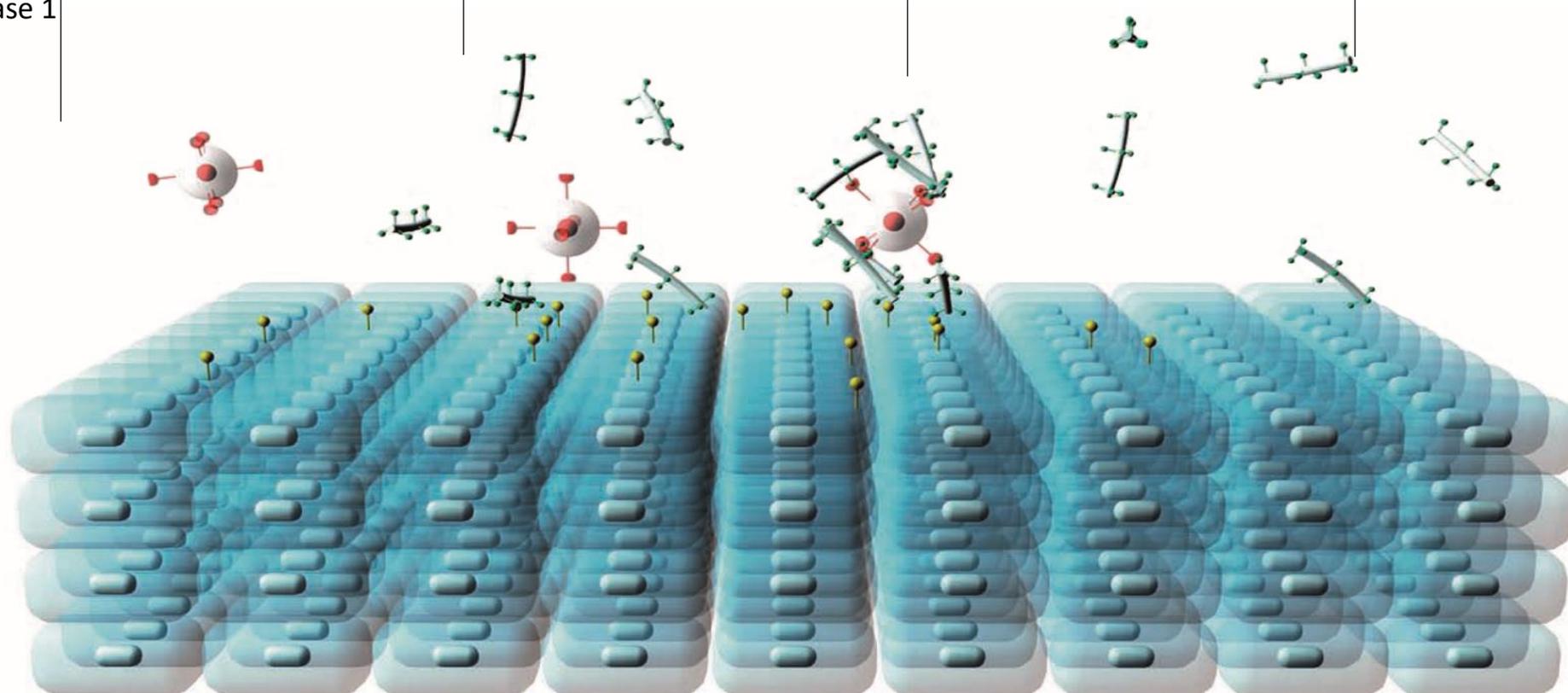
Phase 2

The negative fractions of 2QR compete for the adhesions on the cell membrane of the microbe and bind to the adhesion and blocking the ability to lock on the cells of the host.

Phase 3

The infection mechanism has been blocked and so the microbe cannot create any harm or reproduce itself. The microbe is neutralised and bacterial problems are solved and further development is prevented.

Phase 4



Scan the QR code to watch 2QR in action

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Clinical studies

Clinical studies were conducted to evaluate the efficacy and safety of Dexem Repair for the treatment of patients with atopic dermatitis. Initial baseline evaluations were performed, after which twice daily treatments were carried out on targeted skin areas affected by atopic dermatitis. Two follow-up evaluations were designated – at 15 days and at study termination at 30 days. A total of 227 were chosen for the study. During the course of the trial, concomitant application of systematic or topical therapies directed towards xerosis or dermatitis were to be avoided. Additional drugs were contraindicated, including nephrotoxic agents such as aminoglycosides, amphotericin B, cisplatin, and ciclosporin. In addition, patients were to avoid taking systematic antifungal agents clarithromycin, erythromycin, or systematic methylprednisolone.

EASI (Eczema Area and Severity Index) and SCORAD (SCORing Atopic Dermatitis) severity scoring were selected as instruments for clinical assessment, and represented the primary end point of the study. Dimensions (height, width) of skin areas affected by atopic dermatitis were measured with the aid of photographic image analysis, providing a secondary end point of the study. In addition, scoring of redness and itch intensity of atopic dermatitis areas targeted for treatment with Dexem Repair Cream was performed at baseline and follow-up, using a numeric rating scale.

Results:

Average reduction of disease severity of 76% (EASI) and 75% (SCORAD). Reduction of the dimension of targeted atopic dermatitis areas by an average of 65% height and 65% width. The average reductions in itch and redness were 66% and 59%.

There was an absence of adverse events of any type in this trial.

Overall conclusions:

Topical applications of Dexem Repair cream twice daily for 30 days is a safe and effective treatment for light to moderate atopic dermatitis in a mixed population of adults and children.



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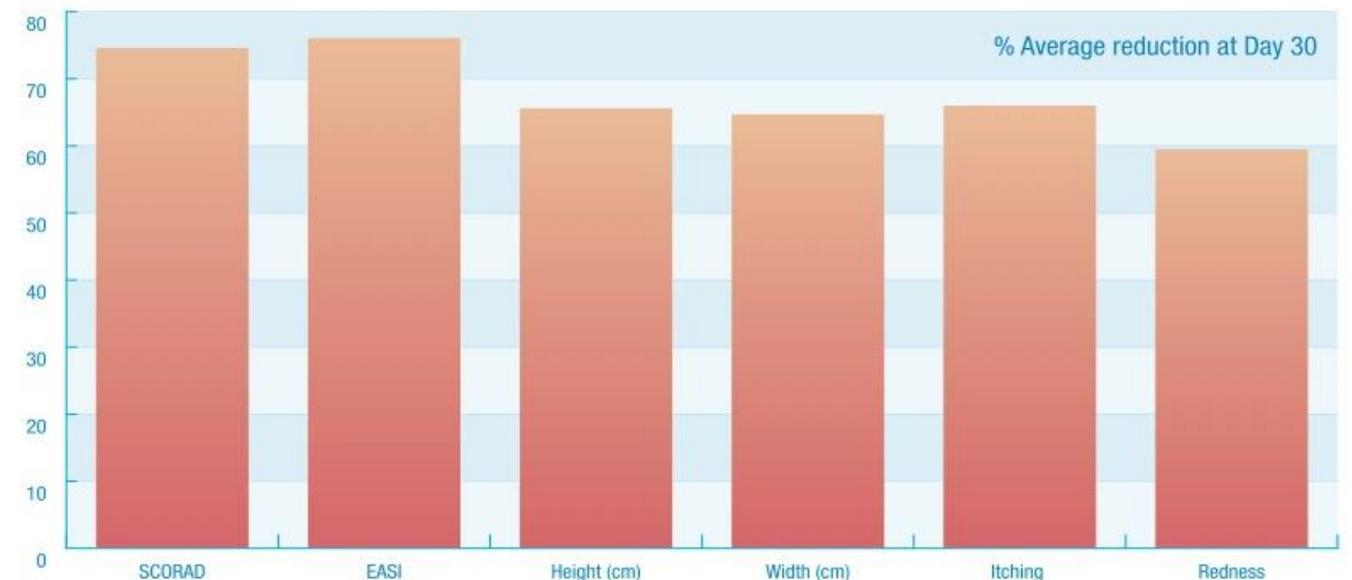
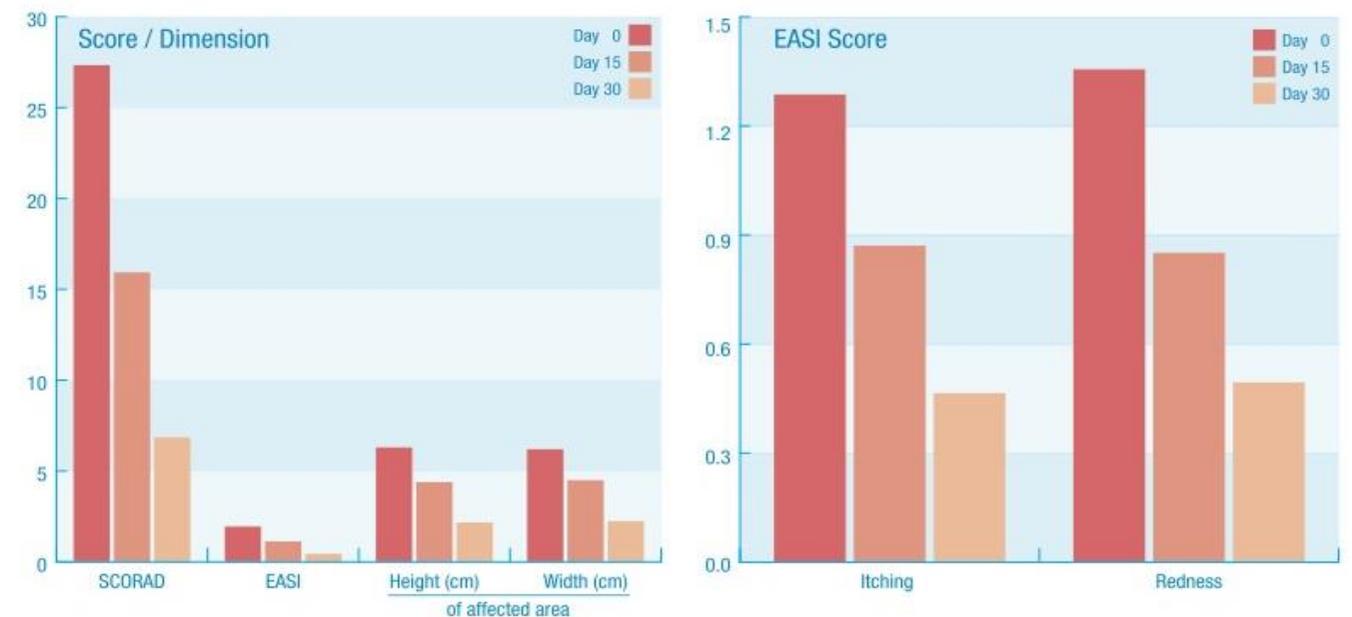
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Dexem has been clinically tested on 227 patients in 6 dermatology centres in Belgium (children & adults)

- ✓ SCORAD¹: 75%
- ✓ EASI²: 76%
- ✓ Height: 66%
- ✓ Width: 65%
- ✓ Itching: 67%
- ✓ Redness: 59%

¹ SCORAD is a clinical tool used to assess the extent and severity of Eczema and utilised to see if treatment has been successful

² EASI is a tool used to assess the area and severity of atopic dermatitis



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Dexem Repair

- ✓ Relieves the symptoms of eczema & skin irritation
- ✓ Recommended by over 90% of reviewers on Kidspot
- ✓ Reduces itch & redness
- ✓ Suitable for infants and children
- ✓ Steroid-free
- ✓ Clinically proven / dermatologically tested
- ✓ Blocks harmful bacteria



kidspot mums 

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References

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- Eczema Association of Australasia: www.eczema.org.au
- New Zealand Dermatological Society: www.dermnetnz.org
- National Eczema Society (UK): www.eczema.org
- <http://www.abc.net.au/news/2011-09-07/eczema-on-the-rise-in-australia/2874462>
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- <https://nationaleczema.org/eczema/>