

Dermal Therapy

Lip Balm

Training Slides



Dermal Therapy's

concentrated formula contains a synergistic blend of ingredients specially designed to hydrate and soften *severely dry lips*, keeping them smooth and healthy looking. Suitable for medical and general use.



Chapped or **Cracked lips** is a condition whereby the lips become dry and possibly cracked. Often the lips become dry because the layer of oil that is naturally produced by the body to coat the lips is removed or is lacking. Causes vary, but the most common cause of chapped lips is due to cold weather conditions.

Most of the time dry lips result when lips lose moisture due to dehydration, too much exposure to the wind or too much sun. Occasionally, however, dry lips may signal a more serious condition. When a health problems exist, dry or cracked lips could be one of many symptoms.

Causes of Dry Lips

Environmental Factors

Environmental factors such as overexposure to the sun and wind can damage lips if they are not protected. These elements rob lips of their moisture, which can result in splitting and cracking. Very cold weather can also damage lips because of low humidity levels, causing the skin to chap and even bleed.

Medical Conditions

Cheilosis, also referred to as cheilitis or angular cheilitis, is an inflammation of the lips. It can cause the corners of the mouth to become painful, irritated, red, cracked or scaly, and skin folds may develop. It is caused by a yeast infection that results from excess moisture at the corners of the mouth, which might be caused by frequent licking, malocclusion, ill-fitting dentures or other dental problems.

There are certain medical conditions, along with their treatments, which can result in dry and cracked lips. These medical conditions include Sjogren's syndrome and diabetes. Also, snoring and breathing with an open mouth can result in having a dry mouth, and dry and cracked lips.

Causes of Dry Lips

Medications

Many medications can cause dry mouth, from which dry and cracked lips can develop. Drugs that are used in chemotherapy can alter the amount of saliva produced and also change the nature of saliva. This can have a drying effect on the mouth, causing dry and cracked lips.

Decongestants and antihistamines are two types of drugs that can have this effect. Other types of medications that can cause lips to become dry and cracked are muscle relaxants and drugs used to treat high blood pressure. Anti-diarrhoea medications and drugs used to treat urinary incontinence can cause side effects. Some of the drugs that are used in the treatment of depression and anxiety can cause dry mouths. Medicine used to treat Parkinson's disease can also result in dry and cracked lips.

Causes of Dry Lips

Habits

Cigarette smoke and the contact of the cigarette to the lips interrupt the lips' hydration, which can cause chapping. Chewing on or licking lips a lot can also cause dry, cracked lips.

Interactions and Allergies

Dry, chapped lips can result from acne medications that are designed to dry out your skin and help clear acne. This can subsequently dry out your lips. An allergic reaction to lip balms or lipsticks also can cause your lips to crack.

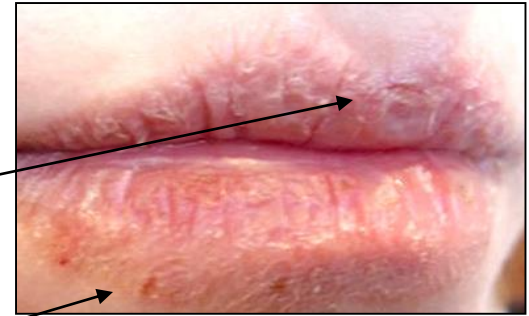
Cold Sores

Cold sores can also cause dry, cracked lips.

What are severely dried & chapped lips?

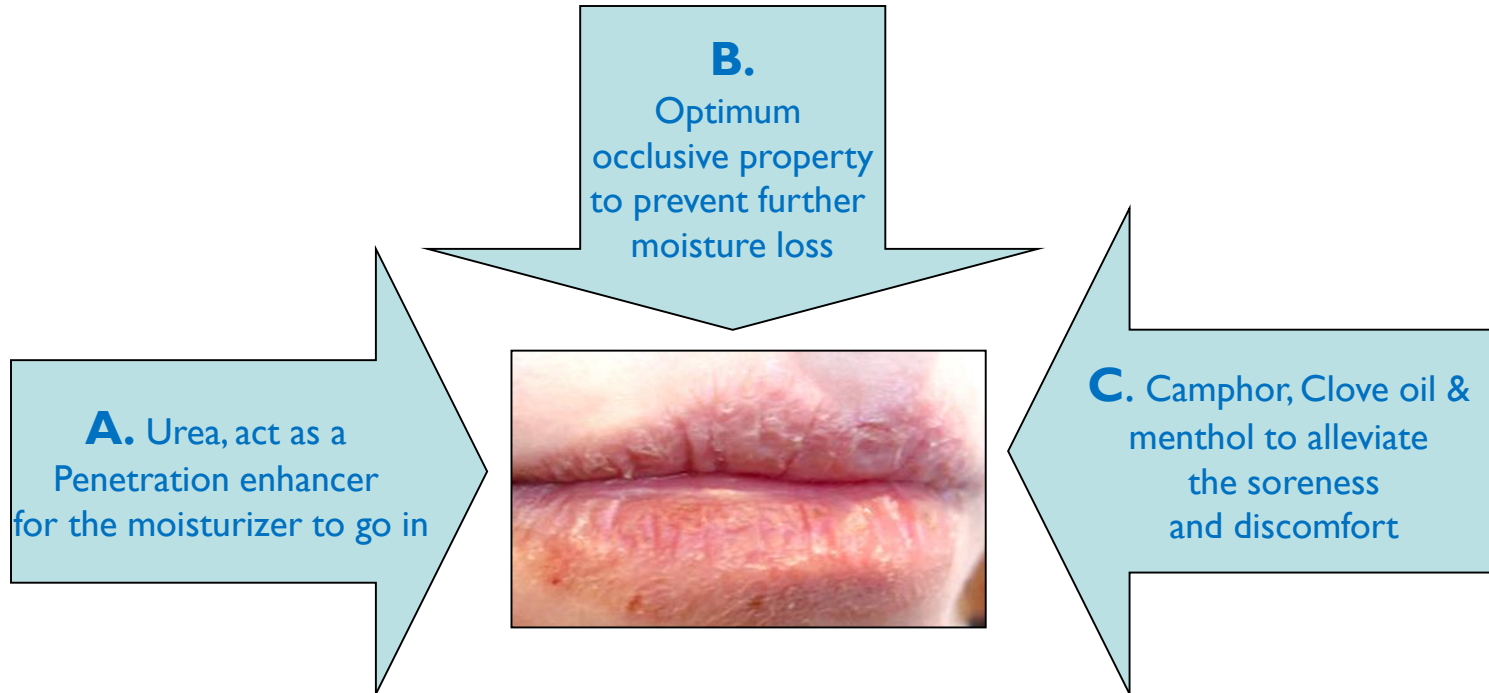
Severely dried lips caused by chronic anhydrotic conditions on the lips are characterized by the following:

- Dry flaky skin on the lip and deep cracks
- Soreness and discomfort
- Red marks along the cracks as a sign of inflammation



**Picture of a typical
severely dry lips**

How does Dermal Therapy Lip Balm work to improve this condition? Its **3 way action** provides relief faster by:



A. Penetration enhancing for moisturizer with 2.5% Urea:

Urea removes dead skin cells allowing the emollients to access deeper layers of skin and replenish lost moisture.

PRESENCE OF MOPISTURISER:

Unlike other common lip balm in the market DT lip balm contain around 30% moisturiser and emollient to improve the over all hydration of the lips. The key moisturisers are Lanolin, coco butter and prolipid mixture containing Glyceryl Stearate, Behenyl Alcohol, Palmitic Acid, Stearic Acid, Lecithin, Lauryl Alcohol, Myristyl Alcohol, Cetyl Alcohol

B. Optimum Occlusive property:

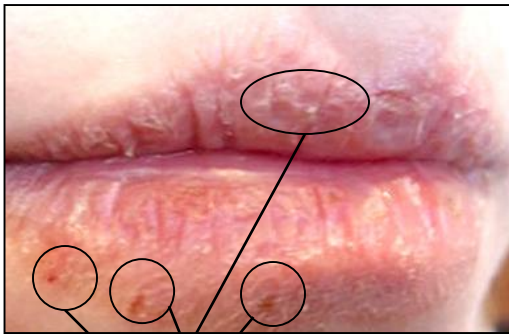
It has petrolatum at 60% to provide optimum occlusive properties.

Petrolatum at 60% sticks to the skin and works like a barrier to prevent further moisture loss from dry lips. Keeps emollients in and the balm on site of application.

C. Soreness and discomfort relief:

- Contains **Menthol**, an external analgesic to alleviate the soreness and discomfort associated with dry lips.
- Contains **Camphor** and **Clove oil** which provides:
 - Mild analgesia,
 - Broad spectrum antimicrobial protection
 - Comfort from itching

**The only lip balm in the market that is
capable of producing this effect fast:**



Before

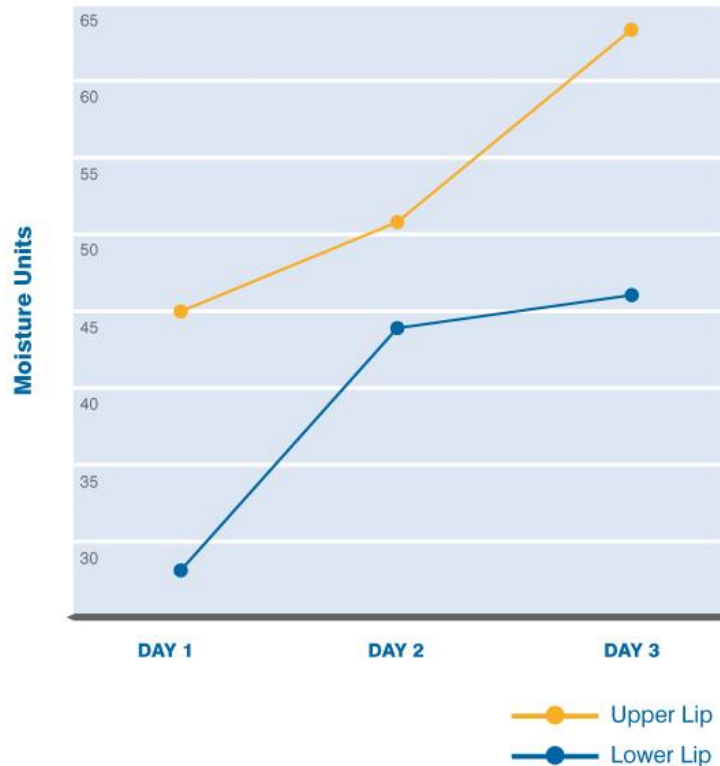
Severely dry lips with red
marks (sign of soreness
and inflammation)



After

Completely healed –
smooth and moisturized

Increase in Lip Moisture



Clinical Study 1:

Methodology:

- 12 male and female subjects between 19 and 44 years old, applied Dermal Therapy Lip Balm on dry lips four times a day over 3 consecutive days.
- Increase in hydration levels were determined using a Courage+Khazaka

Corneometer SM810 on days 0, 1 and 3.

Results:

The mean corneometer values were analysed statistically; analysis of variance (ANOVA) was applied using a two-tailed, paired Students t-test at significance $p < 0.05$. Results demonstrated a positive increase in the moisture level of the lips using Dermal Therapy Lip Balm.

Clinical Study 2: Lip Balm Patient Evaluation

Objective

The clinical trial was conducted to measure the effectiveness of lip balm on patients suffering from the side effects of prescribed medication or medical treatments by both patients and nurses assessing the results over the duration of the trial.

Details of the Clinical Study

Test products: Flexitol Lip Balm

Subject number: 20 patients

Sex: Male & female patients suffering from dry cracked lips as a direct side effect of strong medication (ie. isotretinoin, chemotherapy, roaccutane)

Age Range: 18+

Test Sites: upper and lower areas of dry cracked lips

Study Materials & Assessment Criteria

Patient subjects were provided with a sample of Lip Balm and a questionnaire to complete.

Participants rated the detailed effect of the Lip Balm on the symptoms (dry, flaky, cracked skin, soreness and discomfort, effect on elasticity, smoothness of the skin, the overall condition and perceived effective moisture level) on a **7 point scale** (*1: no effect and 7: great improvement*).

Lip Balm Patient Evaluation

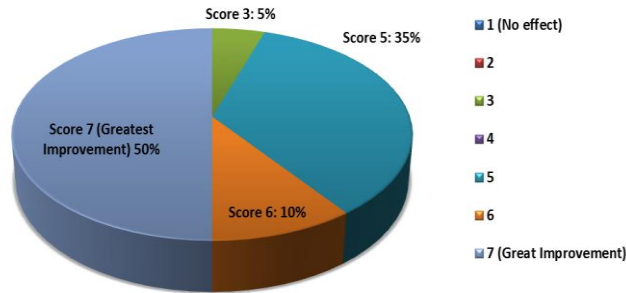


Figure 1

Effect on dry, flaky or cracked lips:

100% of participants reported improvement, whilst 50% observed great improvement in respect to dryness, flaking and cracked lips.

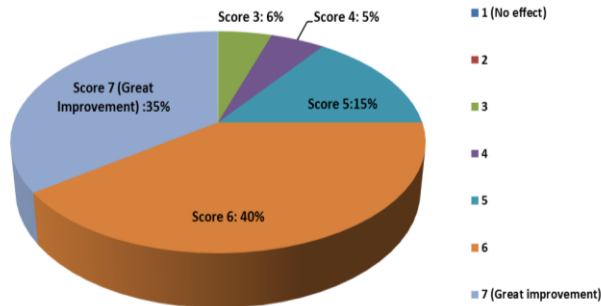


Figure 2

Effect on soreness and discomfort:

100% of participants reported improvement, whilst 35% observed great improvement

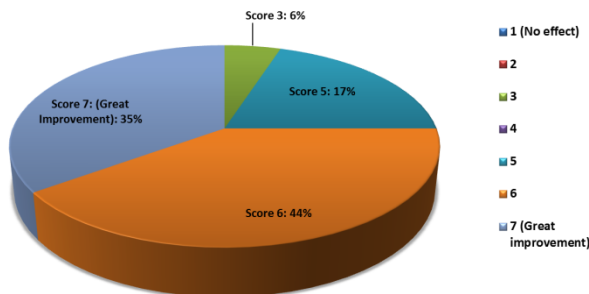


Figure 3

Effect on overall condition and smoothness of lips:

100% of participants reported improvement, whilst 35% observed great improvement

Lip Balm Patient Evaluation

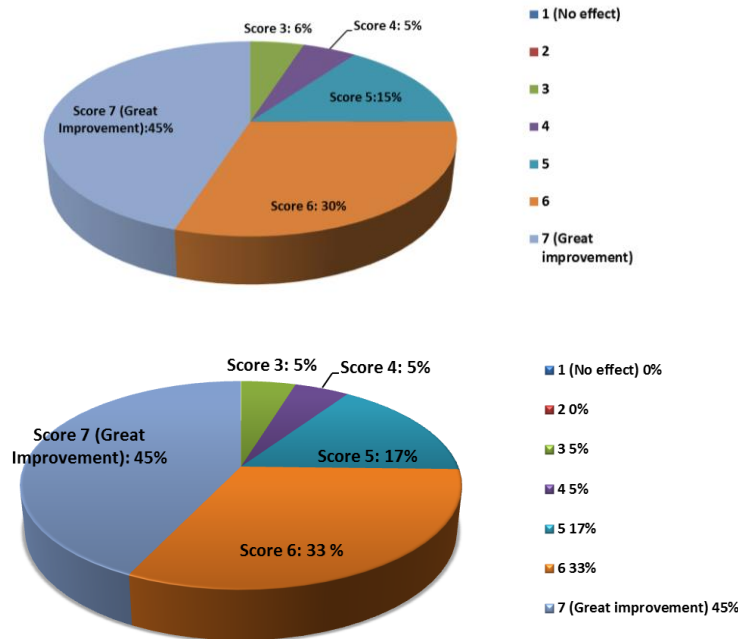


Figure 4

Effect on elasticity (suppleness & softness):

100% of participants reported improvement, whilst 45% observed great improvement

Figure 5

Effect on moisture levels:

100% of participants reported improvement, whilst 45% observed great improvement

Results of the study

All 20 participants reported improvements in the conditions of their lips at the end of the study, who found the product to be **very effective** reported that they would continue to use the product and recommend it to others.

The nurses assessing the effectiveness of the lip balm attest that the product is effective in improving very dry lip conditions of patients **and would recommend the prescription of this products to patients** suffering from the side effects of strong medication to the lips when undergoing treatment for conditions like severe acne and cancer.

Ingredient breakdown:

Key Emollient/moisturising ingredients	Ingredients that provide soothing effect	Preservative and antioxidant	Other excipients
Urea at 2.5% Petrolatum at 60% Lanolin 5% Cacao butter Lipid complex (Glyceryl Stearate, Behenyl Alcohol, Palmitic Acid, Stearic Acid, Lecithin, Lauryl Alcohol, Myristyl Alcohol, Cetyl Alcohol)	Menthol Camphor Clove leaf oil	Methyl-paraben Propyl-paraben BHA	Aroma Water Cetyl esters Sucralose

Unique Selling Proposition

1. The **first & only** medically proven lip balm with
VISIBLE RESULTS IN 1 DAY
2. **CLINICALLY PROVEN** to increase hydration
3. Contains **2.5 % Urea** to remove dead skin cells
4. Provides relief from the **drying side effects of certain medications** such as those used to treat acne or cancer or vitamin deficiencies.
5. Enriched with **Cacao butter, Lanolin, Menthol and Clove oil** to effectively **condition and relieve** severely chapped lips
6. **Chisel applicator** for ease of application

Competitive category information:

	Dermal Therapy Lip Balm	Other common lip balms
Treatment focus	Yes, aimed to relieve the soreness and discomfort with severely dry and chapped lips	Mostly for day to day protection from dryness and environmental stress
Suitability	Suitable to relief the dry lips caused by side effect of tritinoin (acne) or chemotherapy (cancer)	Not suitable
Urea	Yes, 2.5% for effective hydrotopic solubulization (dissolving dead lip cell)	No
Before and after picture	Yes	No
Pain relief	Contain menthol and clove leaf oil	Mostly no with few exceptions

For further information on products or any technical enquiry:

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