

As effective as a mild topical steroid...

...with the safety profile of an emollient

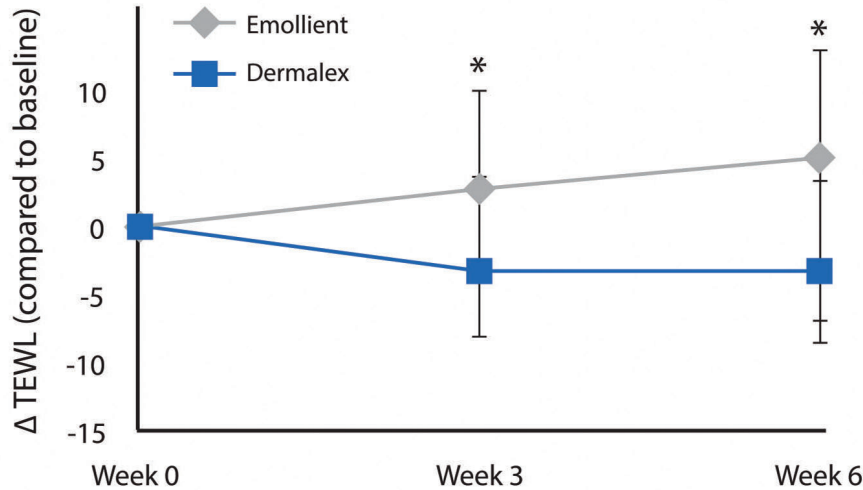
Dermalex is easy-to-use and
offers quick relief of symptoms

Apply 2 times a day



Clinically proven efficacy

Dermalex significantly reduced water loss while emollient caused an increase



Emollient increased water loss from the skin while Dermalex resulted in a reduction.

The difference between treatments was significant (* $p < 0.05$)

Significance values refer to between treatment comparisons of the median of Δ at weeks 3 and 6

Clinically proven efficacy	Patient friendly
<ul style="list-style-type: none"> ✓ As effective as a mild steroid ✓ Superior to emollient ✓ Repairs the skin barrier ✓ Safety profile of an emollient 	<ul style="list-style-type: none"> ✓ Easy to apply ✓ Non-greasy ✓ Steroid free ✓ Safe for long-term use

Dermalex ticks every box for your patients

	Relieved clinical signs of atopic eczema	Maintained natural moisturising factors	Decreased transepidermal water loss	Increased skin hydration	Decreased itching
Dermalex	✓	✓	✓	✓	✓
1% HC	✓	✗	✓	✓	✓
Emollient	✗	✗	✗	✓	✗

For more information, please contact us:

PFS Healthcare Asia Sdn Bhd

B-2-8 Oasis Square, 2 Jalan PJJU 1A/7A, Oasis Damansara, 47301 Petaling Jaya, Selangor

Tel: 03 7621 7821 / 7621 7828

References

1. Nutten S., Atopic dermatitis: Global epidemiology and risk factors. *Ann Nutr Metab* 2015;66(suppl1):8-16 2. Bieber T. Atopic dermatitis. *Ann Dermatol* 2010;22:125-37 3. Larson FS, Hanifin JM. Epidemiology of atopic dermatitis. *Immunol Allergy Clin North Am* 2002;22:1-24 4. Deckers IA, et al. Investigating international time trends in the incidence and prevalence of atopic eczema 1990-2010: a systematic review of epidemiological studies. *PLoS One* 2012;7(7):e39803. doi: 10.1371/journal.pone.0039803. Epub 2012 Jul 11 5. Kezic S, et al. Skin barrier in atopic dermatitis. *Front Biosci (Landmark Ed)* 2014;19:542-56 6. Werner Y & Lindberg M. Transepidermal water loss in dry and clinically normal skin in patients with the atopic dermatitis. *Acta Derm Venereol* 1985;65: 102-105 7. Lewis-Jones S. Quality of life and childhood atopic dermatitis: the misery of living with childhood atopic eczema. *Int J Clin Pract* 2006;60: 984-92 8. Silverberg JJ, et al. Sleep disturbances in adults with eczema are associated with impaired overall health: a US population-based study. *J Invest Dermatol* 2015;135:56-66 9. Proksh E, et al. Bathing in a magnesium-rich Dead Sea Salt solution improves skin barrier function, enhances skin hydration, and reduces inflammation in atopic dry skin. *Int J Dermatol* 2005;44:151-157 10. Denda M, Kumazawa N. Negative electric potential induces alteration of ion gradient and lamellar body secretion in the epidermis, and accelerates skin barrier recovery after barrier disruption. *J Invest Dermatol* 2002;118: 65-72 11. Koppes SA, et al. Efficacy of a cream containing ceramides and magnesium in the treatment of mild to moderate atopic dermatitis: a randomized, double-blind, emollient and hydrocortisone controlled trial. [In submission, 2015]

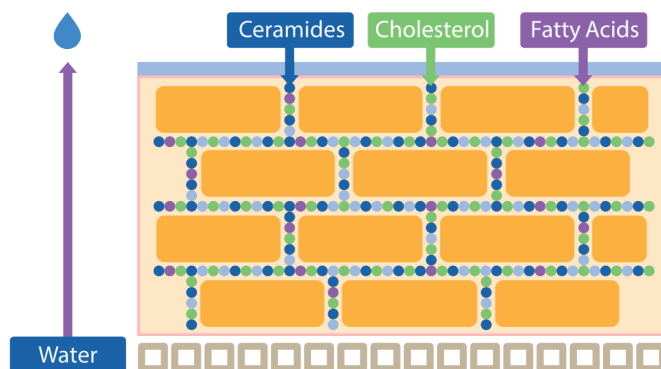
A new breakthrough treatment

Dermalex: Clinically-proven topical non-steroidal cream for the effective treatment of mild-moderate eczema in adults

Dermalex contains a skin-identical ceramide complex and the unique agent MagneoLite™ – a combination of magnesium and aluminosilicates (zeolites)

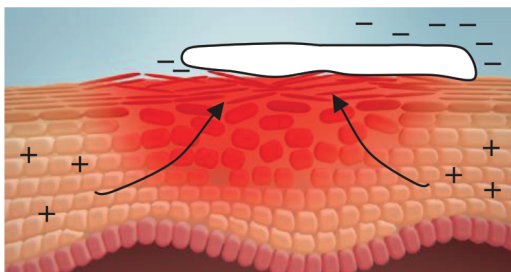
Unique dual mode-of-action

1. PASSIVE film formation

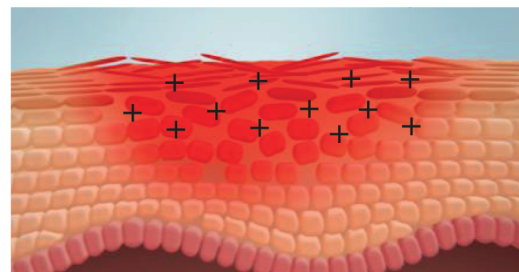


- Restricts entry of allergens and irritants
- Prevents water loss
- Replenishes skin lipids with a skin-identical ceramide complex

2. ACTIVE repair of the skin barrier



Negative electric potential (due to zeolites) attracts positively charged ions to skin surface



- Therapeutic effect based on the principles of balneotherapy (Dead Sea bathing)⁹
- Lipid formation and skin repair¹⁰

✓ Skin barrier function

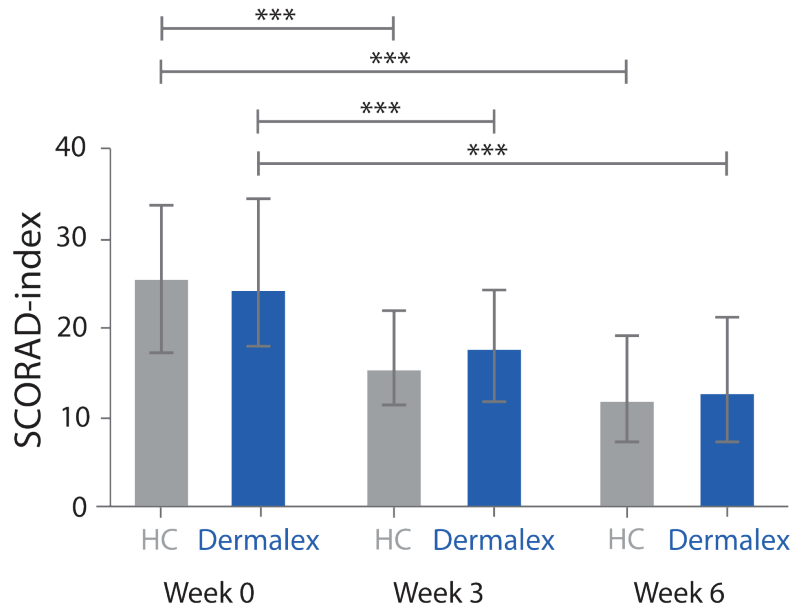
✓ Skin hydration

✓ Decreased inflammation

Clinically proven efficacy

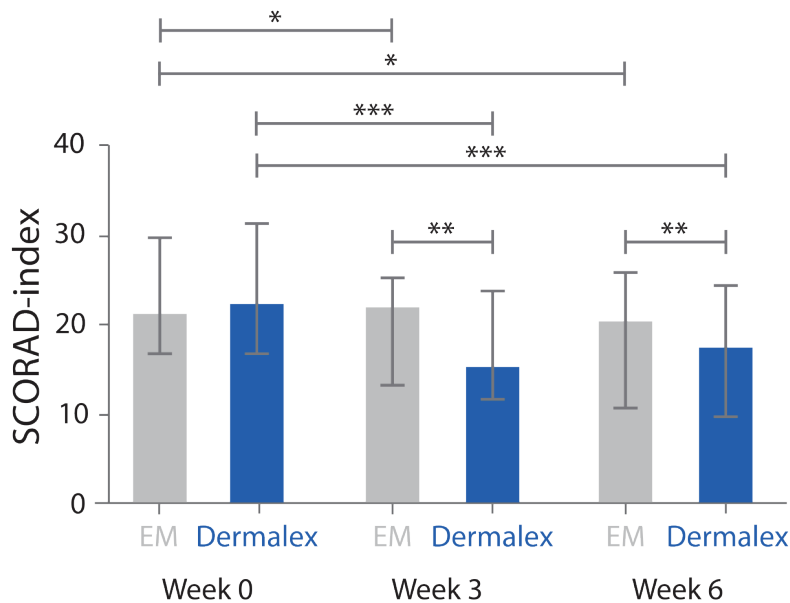
Results of randomised clinical trial:¹¹

Dermalex is as effective as a mild steroid



Clinically meaningful reduction in eczema severity similar to 1% hydrocortisone (HC) (** $p < 0.001$)

Dermalex is superior to an emollient



Dermalex was superior to emollient (EM) (* $p < 0.05$; ** $p < 0.01$; *** $p < 0.001$)