

NEW
PRODUCT



From head to toe, we've got your day covered.

- Emollients are first-line therapy for atopic eczema¹
- The British Association of Dermatologists and the Primary Care Dermatology Society state that complete emollient therapy involves combinations of creams, ointments, bath additives and skin cleansers²
- Emollients should be prescribed in large quantities. Recommended quantities for generalized eczema; Adult: 600g/week Child: 250g/week²
- NICE recommends that emollients should form the basis of atopic eczema management and should always be used, even when the atopic eczema is clear³
- Emollient use should exceed steroid use by 10:1²
- Intensive use of emollients will reduce the need for topical steroids²



Ointments or Creams?



Using combinations of ointments, creams and bath additives will give the best results.

Ointments

- Most effective type of emollients
- They provide a longer lasting barrier on the skin
- They can feel greasy and may not be cosmetically acceptable all of the time
- Mostly used on very dry or cracked skin and at night when long term moisturisation is needed.

Creams

- Tend to be absorbed into the skin
- Ideal for less severely affected areas
- Often more cosmetically appealing and will help with patient compliance.

Whether an ointment or cream is prescribed will depend on; area of the body, severity of the condition, time of day and patient preference.

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● Epaderm™ Cream

- Available on prescription from 1 February 2009
- Ideal for less severely affected areas of the skin
- It's 2-in-1 and can be used on the skin or as a skin cleanser
- Can be used on all dry skin conditions and is suitable for all ages, including babies
- Contains less potential allergens or irritants than Cetraben Emollient Cream, Oilatum Cream and Hydromol Cream⁴
- Available in 50g and 500g recyclable pump dispensers, helping to reduce cross contamination.

Epaderm Cream contains; Yellow Soft Paraffin, Liquid Paraffin, Emulsifying Wax, Chlorocresol and Purified Water.



● Epaderm™

- UK market leading ointment⁵
- Ideal for very dry and cracked skin
- Developed by dermatologists specifically for patients who suffer from dry skin conditions such as eczema and psoriasis
- It's a 3-in-1 ointment. It can be used directly on the skin, in the bath or as a skin cleanser providing complete emollient therapy in a single product
- The NICE Guidelines state the greasier the emollient (e.g. ointment) the better the effect¹
- Contains no fragrances, colourings or additives making it kinder to already sensitive and delicate skin
- Ideal for use in wet or dry wrapping technique with Tubifast™ Garments or Tubifast 2 Way Stretch™ Bandages
- Available in 125g, 500g and a new 1kg size which now includes a spatula.

Epaderm contains; Yellow Soft Paraffin, Liquid Paraffin and Emulsifying Wax.



● Tubifast™ GARMENTS

Wet wrapping is a therapy used in the treatment of atopic eczema, and involves the use of an emollient together with Tubifast Garments or Tubifast 2-Way Stretch bandages.

Tubifast Garments are market leading⁵ ready-made garments, available in vests, tights, leggings, socks and gloves for use in wet or dry wrapping over large areas of the body. Tubifast 2-Way Stretch retention bandages can be used if there is a patch of dry skin e.g. elbows and knees. Wet wrapping involves applying liberal amounts of a suitable emollient to the skin, followed by two layers of Tubifast (Garments or 2-Way Stretch), the bottom layer damp and the top layer dry.

A range of emollients for all occasions:

MILD

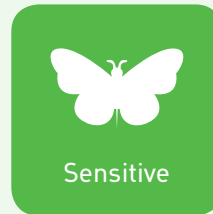


- Less potential allergens or irritants than Cetaben Emollient Cream, Oilatum Cream and Hydromol Cream⁴

MODERATE

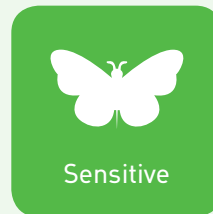


- Epaderm Cream may be more cosmetically acceptable during the day.

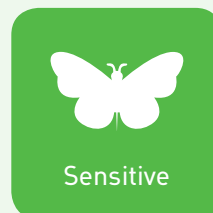
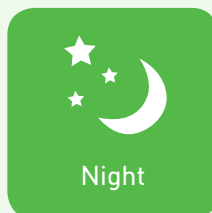
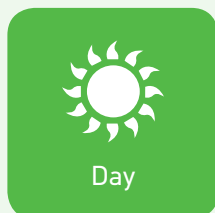
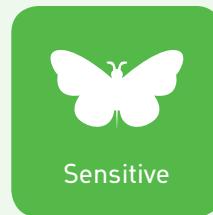


- Epaderm offers long term moisturisation overnight.

SEVERE



CHRONIC



- Use with ointments as a treatment for areas of chronic localized skin thickening³
- Should be initiated by a healthcare professional trained in their use³
- Should not be used to treat infected atopic eczema³
- Helps alleviate itching and scratching.

From head to toe, young to old and start to finish... we've got your day covered.

	Size	Product Code	PIP code	DT Price (unit)	Units per RET	Trade Price per RET	RRP inc VAT (unit)
Epaderm Cream - NEW	50g (Pump)	99400821	343-2531	£1.59	12	£19.08	£2.87
	500g (Pump)	99400820	343-2549	£6.50	6	£39.00	£11.75
Epaderm	125g	99400816	015-9111	£3.62	6	£21.72	£6.54
	500g	99400817	027-0652	£6.14	6	£36.84	£11.10
	1kg	99400818	339-4822	£11.44	6	£68.64	£20.68

	Age	Product Code	PIP Code	DT Price (unit)	Units per RET	Trade Price per RET	RRP inc VAT (unit)
Tubifast Vest	6-24 months	992007	293-7977	£10.68	6	£64.08	£19.31
	2-5 yrs	992008	293-7985	£14.23	6	£85.38	£25.72
	5-8 yrs	992009	293-7993	£16.01	6	£96.06	£28.94
	8-11 yrs	992010	293-8017	£17.79	6	£106.74	£32.16
	11-14 yrs	992011	293-8025	£17.79	6	£106.74	£32.16
Tubifast Tights	6-24 months	992012	293-8033	£10.68	6	£64.08	£19.31
Tubifast Leggings	2-5 yrs	992013	293-8041	£14.23	6	£85.38	£25.72
	5-8 yrs	992014	293-5058	£16.01	6	£96.06	£28.94
	8-11 yrs	992015	293-8066	£17.79	6	£106.74	£32.16
	11-14 yrs	992016	293-8074	£17.79	6	£106.74	£32.16
Tubifast Socks	Fits all 2-14 yrs	992017	293-8082	£4.45	6	£26.70	£8.04
Tubifast Gloves	Small Child	5910	334-4884	£5.35	6	£32.10	£9.67
	Medium Child	5914	325-1477	£5.46	6	£32.76	£9.87
	Large Child / Small Adult	5915	325-1485	£5.46	6	£32.76	£9.87
	Medium Adult	5916	325-1501	£5.46	6	£32.76	£9.87
	Large Adult	5917	325-1527	£5.46	6	£32.76	£9.87

Professional Resources

Primary Care Dermatology Society	www.pcds.org.uk
British Association of Dermatologists	www.bad.org.uk
British Dermatological Nursing Group	www.bdng.org.uk
Scottish Dermatological Society	www.scottish-dermatology.org.uk
Skin Care Campaign	www.skincarecampaign.org

Patient Resources

Skin Care World	www.skincareworld.co.uk
National Eczema Society	www.eczema.org
The Psoriasis Association	www.psoriasis-association.org.uk

References: 1. National Institute for Clinical Excellence. Frequency of application of topical corticosteroids for atopic eczema. Technology Appraisal 81, 2004 August. 2. Guidelines for the management of atopic eczema, Primary Care Dermatology Society & British Association of Dermatologists, Guidelines, Vol 28, February 2006. 3. National Institute for Clinical Excellence. Atopic eczema in children. Management of atopic eczema in children from birth up to the age of 12 years. NICE clinical guideline 57. December 2007. 4. Manufacturers' SmPCs/PILs 5. IMS Marketing Data, October 2008.

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