

## Better skin starts with AproDerm®

AproDerm® is a range of specially developed, gentle emollients and barrier creams that are **free from SLS, parabens, halogens, fragrances and colours**. The AproDerm® range is **suitable from birth** for skin suffering from **Eczema, Psoriasis** and other **Dry Skin Conditions**, with the barrier cream also offering protective relief against nappy rash and the irritant effects of incontinence. All products in the AproDerm® range are dermatologically tested and none are tested on animals.

## Key Benefits of AproDerm®

- Suitable **from birth**.
- All emollients within the range can be applied to the skin before bathing (pre-bathing emollients) to help reduce the drying effects of bathing.
- Available on prescription from your doctor and to buy from your pharmacist or online at [www.aproderm.com](http://www.aproderm.com)
- **Free from** SLS, parabens, halogens, fragrances and colours. These irritants and sensitisers are found in many emollients, skincare and cosmetic products and can potentially irritate skin that is already sensitive.

## Tips & Advice



Wash your hands before applying **AproDerm®**



Remember to keep your **fingernails short and smooth** to avoid breaking the skin



Bathe in **warm water**, (not hot) for no longer than 10-15 minutes



After bathing **pat dry** the skin and then apply AproDerm® once more



Wearing **loose, cotton clothing** will allow your skin to breathe and keep you comfortable



**Avoid rubbing** as this may cause further irritation, itching and folliculitis (inflammation of the hair follicle)



Swimming can cause the skin to become irritated – applying **AproDerm®** beforehand may help

## The AproDerm® Range includes:

### AproDerm® Colloidal Oat Cream



- Formulated with active colloidal oatmeal, which hydrates the skin by naturally drawing and retaining moisture.
- Colloidal oat has anti-itching<sup>1</sup> and anti-inflammatory<sup>1</sup> properties, which help to reduce redness, itching and the need to scratch so preventing further damage to the skin barrier.
- The buffering<sup>1</sup> action of the colloidal oat helps maintain the skin's normal pH levels.

### AproDerm® Gel



- A highly moisturising emollient gel without the greasiness of an ointment. Ointments can make clothes and bed linen greasy.
- Actively draws and retains moisture within the skin to help reduce dryness and irritation.
- Softens, hydrates and protects the skin.

### AproDerm® Emollient Cream



- A soap substitute suitable from birth for use in the bath or shower and for hand washing.
- A pre-bathing emollient, which can help reduce the drying effects of bathing.
- A daily moisturiser that absorbs easily into the skin.

### AproDerm® Barrier Cream



- Provides protective relief against nappy rash and the irritant effects associated with incontinence.
- Protects whilst moisturising dry skin.
- Only a small amount required for each application.



## How to Use AproDerm®

When using any cream for the first time it is recommended that you lightly test a small area of skin with the product and leave for 48 hours. If there is no reaction or irritation, then apply all over the affected area of skin.

### AproDerm® Emollients

- Apply AproDerm® emollients **regularly, liberally** and **frequently** to the affected area using **gentle, downward strokes** following the **direction of hair growth**.
- Leave a thin layer of the emollient on the skin to soak in.
- Continue applying your AproDerm® emollient after your skin has improved to keep it protected and reduce the risk of flare-ups.

### AproDerm® Barrier Cream

- AproDerm® Barrier Cream is scientifically formulated to give maximum skin coverage and protection so only a small amount is needed for each application.
- Apply the cream **sparingly** (pea sized amount) to the affected area **smoothing gently** onto the skin, following the direction of hair growth.
- Make sure that all the area is covered and repeat if necessary. If the skin feels too greasy, then too much has been applied.

## How much AproDerm® Emollient should I apply?

To keep your skin hydrated and protected apply your AproDerm® emollient **regularly, liberally** and **frequently** to the affected area using **gentle, downward strokes** following the **direction of hair growth**.

The exact amount of emollient that you use per day will depend on the size of the area that needs moisturising and how dry your skin is.

As an indication the table below shows how much AproDerm® emollient an adult or child aged 12 years or over would typically use per day if they applied AproDerm® **three times a day** to the areas of the body shown. Children under 12 years would use roughly half the amount.

Area of Skin	AproDerm® Emollient (grams per day*)
Face & Neck	Up to 12g
Trunk	12g - 24g
Both Arms	12g
Both Hands	Up to 12g
Both Legs	24g - 36g

**Typical daily quantities of AproDerm® for an adult or child aged 12 years and over, if used three times a day**

\*1 pump of AproDerm® is equivalent to approx. 4 grams.

## AproDerm®

Available on prescription from your Doctor and to buy from your Pharmacist or online at [www.aproderm.com](http://www.aproderm.com)



Dear Doctor

I have recently been using a product from the AproDerm® range and found it to be effective on my: (please circle)

Eczema Psoriasis Dry Skin

Please can you prescribe me the following:

PIP Code	Product Name	Pack Size	Packs Required
401-1771	AproDerm® Colloidal Oat Cream	500ml	
401-1763	AproDerm® Colloidal Oat Cream	100ml	
402-1218	AproDerm® Emollient Cream	500g	
402-1226	AproDerm® Emollient Cream	50g	
402-7546	AproDerm® Gel	500g	
402-7553	AproDerm® Gel	100g	
402-7538	AproDerm® Barrier Cream	100g	
402-7520	AproDerm® Barrier Cream	30g	

Patient Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Postcode: \_\_\_\_\_  
 Telephone: \_\_\_\_\_

