



TAKE THE WORRY OUT OF ATOPIC DERMATITIS.

Atopiclair™: Clinically proven to work

- Clinically tested to be effective and well-tolerated among infants, children and adults who are suffering from mild to moderate atopic dermatitis.^{5,6}
- Patients treated with Atopiclair™ showed significant improvements in the management of atopic dermatitis:
 - Clears atopic dermatitis in as early as 8 days⁵
 - 82% itch improvement⁶
 - 94% of patients did not require steroid rescue medication⁶

When and how do I use Atopiclair™?

Apply three times per day (or as directed by your doctor) by massaging the cream or lotion gently into the skin⁷.



Fragrance-free and Paraben-free

If your child suffers from atopic dermatitis, ask your doctor or pharmacist about the proven effects of Atopiclair™.

REFERENCES:

1. Handout on Health: atopic dermatitis. By National Institute of Health, department of health and Human services. 2009. Available from (http://www.niams.nih.gov/Health_Info/atopic_dermatitis/default.asp#o-). Last accessed on 30th March, 2011.
2. Atopic eczema in children management of atopic eczema in children from birth up to the age of 12 years. National Institute for Health and Clinical Excellence-Clinical guidelines 2007. Available from (<http://www.nice.org.uk/nicemedia/pdf/CG057FullGuideline.pdf>)
3. Atopic dermatitis. Available from (http://www.medicinenet.com/atopic_dermatitis/page2.htm#4whatcauses) last accessed on 30th March, 2011.
4. Patrizi A, et al. Atopiclair™. Expert Opin. Pharmacother 2009; 10(7):1223-1230.
5. Boguniewicz M, et al. MAS063DP is effective monotherapy for mild to moderate atopic dermatitis in infants and children: A multicenter, randomized, vehicle-controlled study. J Pediatr 2008; 152:854-59.
6. Abramovits W, et al. A multicenter, randomized, vehicle-controlled clinical study to examine the efficacy and safety of MAS063DP (Atopiclair™) in the management of mild to moderate atopic dermatitis in adults. J Drugs Dermatol. 2006; 5(3):236-44.
7. Atopiclair™ Non-steroidal Cream and Lotion, Prescribing Information.
8. Jacob S, et al. atopic dermatitis — A Historical Review. Supplement to aging and skin 2011. Available from (http://www.skinandaging.com/supplements/pdf/01-12_CORIA_Jan11A_supplr.pdf)
9. Key Therapy Points For Patients With atopic dermatitis (Atopic Eczema). Available from (<http://www.nationaljewish.org/pdf/atopic%20dermatitis%20Key%20Points.pdf>)

TAKING CARE OF YOUR SKIN⁸

- Bathe with lukewarm water for at least 15 minutes daily
- When bathing, use a gentle cleansing bar and avoid bubble baths. Gently pat away excess water to avoid aggravating the skin
- Apply Atopiclair™ to slightly damp skin to lock in moisture

REDUCE SKIN IRRITATION BY AVOIDING TRIGGERS^{1, 8}

- Do not use fragranced products as they cause skin irritation
- Wear loose, comfortable clothes made from natural fibres
- Sleep in surroundings with a constant temperature and humidity level
- Use a hypoallergenic mattress cover and pillowcase to protect the skin from dust mites
- Remove stuffed toys from your child's bedroom

TIPS TO CONTROL ITCHING^{8, 9}

- Atopiclair™ can be used as much as 200 to 250 mg/day
- Identify and remove the irritants and allergens
- Minimize stress, which induces itching
- Keep the skin cool

MANAGING SKIN INFECTIONS^{8, 9}

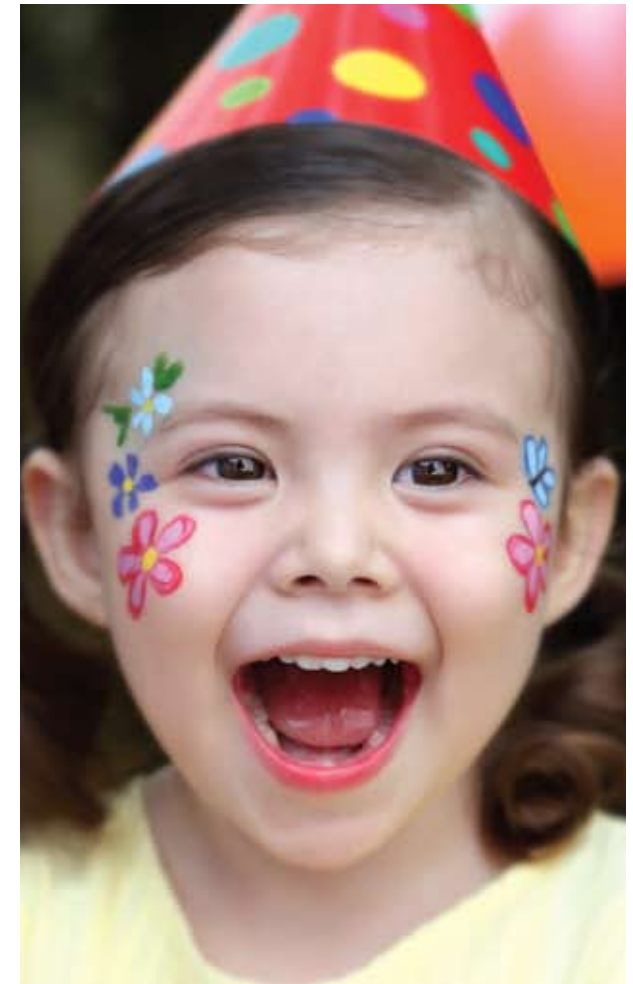
- Consult your doctor immediately
- Take antibiotics as prescribed by your doctor
- Moisturize the skin to prevent skin breaks
- Manage the itch well to avoid scratching

INV/ATP/HQ/005/0611

All trademarks used herein are of Invida and may not be used without permission.



Invida Holdings Pte Ltd 79 Science Park Drive #05-01, Cintech IV, Singapore Science Park One, Singapore 118264



NO ITCH. NO SCRATCH. NO WORRIES.

TAKE THE WORRY
OUT OF ATOPIC DERMATITIS.



What is atopic dermatitis?¹



Atopic dermatitis, commonly known as eczema, is a chronic condition that is identified by extremely itchy, inflamed and cracked skin. It alternates between flare and remission phases, and causes the skin to lose moisture.

While atopic dermatitis occurs most frequently in children, adults are also known to have this disorder.

What are the symptoms of atopic dermatitis?^{1, 2}

Rashes and unbearable itching are the key signs of atopic dermatitis. Although children are tempted to scratch to ease the itch, this causes the skin to be inflamed, further irritating the skin. **The result: a vicious itch-scratch cycle** (Figure 1).

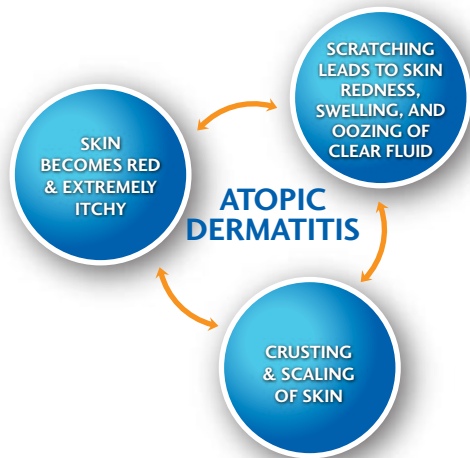


Figure 1: Classic symptoms of atopic dermatitis and the vicious itch-scratch cycle

There is no hard-and-fast rule when it comes to diagnosing atopic dermatitis, and individuals experience a unique set of symptoms, which vary in severity.

Why do you get atopic dermatitis?

The exact cause of atopic dermatitis is not known but it is a hereditary condition, and most sufferers are also known to have other allergic conditions, such as hay fever and asthma. Environmental factors as well as emotional factors such as stress can worsen the condition.³ Although there is no known cure for atopic dermatitis, parents can help their kids to relieve the symptoms.

What triggers atopic dermatitis?

TRIGGERING FACTORS ²	
FRAGRANCE AND CHEMICALS	Harsh soaps and detergents Exposure to perfume and cosmetics
FABRIC AND CLOTHING	Woolen and synthetic clothes Tight-fitting clothes
ENVIRONMENTAL AND EMOTIONAL FACTORS	Food allergens Inhalant allergens Sand, dust and smoke Exposure to heat and cold Stress
IMPAIRED SKIN BARRIER	Recurrent skin infection Microbial skin infection

Figure 2: Common trigger factors of atopic dermatitis

This list is not exhaustive and parents should help to identify and remove irritants and allergens that will trigger your child's atopic dermatitis.

What is Atopiclair™?

Atopiclair™ is a non-steroidal atopic dermatitis treatment with proven efficacy. Using it as directed could relieve the itching, burning and pain of atopic dermatitis. Atopiclair™ prevents trans-epidermal water loss for up to 72 hours and offers long-lasting moisture by restoring your child's natural skin oils. It also acts as a skin barrier – protecting your child from future flare-ups.

Atopiclair™: How does it work?

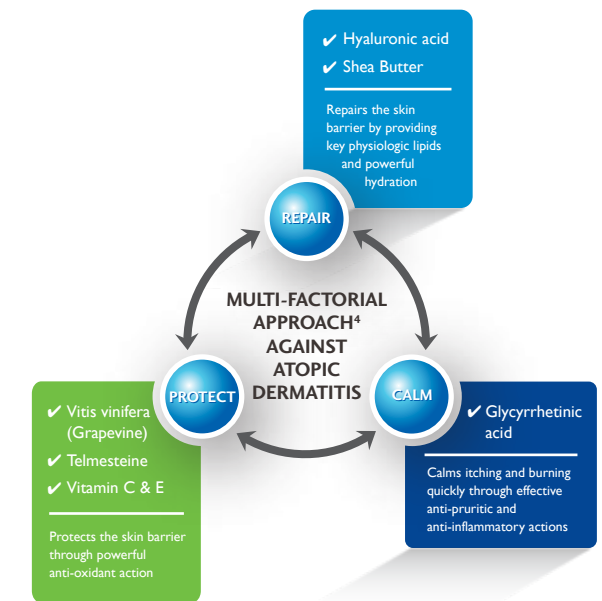


Figure 3: Multi-factorial approach against atopic dermatitis