

Improve scars  
old and new

**Kelo-cote**<sup>®</sup>  
reduces scars, restores confidence

## Scars change lives

Scars are often considered trivial, yet abnormal scars can be esthetically distressing, disfiguring as well as psychosocially and functionally disabling.<sup>1</sup>

If you, or someone you know has a scar, then you're probably only too aware of the impact scars can have. People with visible scars often face unwanted questions, loss of anonymity and are avoided by others. They feel self-conscious and anxious in social situations, lose confidence and end up suffering from low self esteem, isolation and feelings of helplessness.

Fortunately, new treatments are now available to help people proactively treat their scars and restore their self-confidence.



Noticeable scars are the result of the collagen fibres formed by the body to repair broken skin.

## Scars are natural

Scar formation is a natural part of the healing process that occurs when the skin repairs wounds caused by accident, surgery or disease. The time skin takes to heal varies depending on the degree of damage. The longer it takes to heal, the greater the chance of a noticeable scar.

It is important to know, that scarring is considered to be the final stage of wound healing and all – partial thickness and full thickness wounds – will form scars, but not all of the scars will become abnormal scars. Normal scars will develop during the first 48 hours after wound closure and can fade within 3 months, whereas abnormal scars can occur up to 18 months later.

## Kelo-cote® – formulated for your convenience

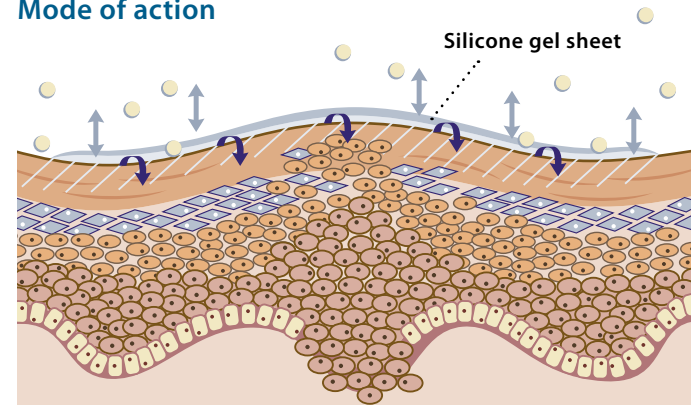


Kelo-cote® is an innovative topical silicone gel, that has been developed with unique advantages to meet your needs. It is effective for the management and prevention of hypertrophic and keloid scars, resulting from trauma, burns and surgery.

Kelo-cote® improves and reduces the appearance of scars, both old and new, restoring confidence and self-esteem. It softens, flattens and smoothes scars, and reduces associated discoloration, pain and itchiness.

Kelo-cote® is safe and tolerable and is suitable for the use on all skin types, including sensitive and childrens skin.

## Mode of action



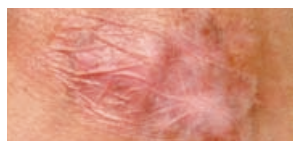
Kelo-cote® rapidly dries to form a sheet; this silicone gel sheet layer is gas permeable, flexible and waterproof. Kelo-cote® forms a bond with the stratum corneum (the outer layer of dead skin cells) forming a protective barrier against chemical, physical and microbial invasion of the scar site while assisting with hydration. This creates an environment which allows the scar to mature through normalized collagen synthesis cycles, and improves the physiological and cosmetic appearance of the scar.

## Types of scars

Various types of scars can form when the normal wound healing process is disrupted.

Kelo-cote® has been uniquely formulated for the management of scars and the prevention of abnormal scars, reducing them to a more natural looking state.

### Hypertrophic scars



Hypertrophic scars are usually red, thick and elevated and can be itchy or painful. The growth of hypertrophic scars is confined to the boundaries of the original wound, and usually develops in the weeks after the trauma (linear hypertrophic scar) or burn injury (widespread hypertrophic scar). These scars may improve naturally; the process can take up to a year or more.

### Keloid scars



These are thick, rounded, irregular clusters of scar tissue that extend beyond the original wound. Keloids may occur at any age, but tend to develop more readily in younger individuals and in darker-skinned people. They often appear red or darker in colour when compared with the surrounding skin. Keloids may not develop for many months after injury, and can worsen during pregnancy.

### Atrophic scars



Atrophic scars are generally small, round depressions that lie below the surface of the surrounding skin. They are formed following acne or chickenpox, when the healing process is disrupted and insufficient new connective fibres are produced.

## Scar management and abnormal scar prevention

### Who is most at risk of developing abnormal scars?

Age	Keloids tend to develop most likely between the ages of 10 and 30 years. <sup>1</sup> Also younger people are more frequently subjected to trauma. Skin healing is slow in older people, and their skin is less elastic, while younger skin tends to “over- heal”, forming larger, thicker scars.
Genetic factors – skin type	People with darker pigmented skin, are prone to abnormal scars, particularly keloids. <sup>1</sup> Higher risks also appear to people with ginger hair and freckles and to those with previous pathological scarring <sup>2</sup> or with a family history of such scarring.
Hormonal influences	Scars tend to develop larger during pregnancy and puberty.
Scar location	Scars over or near muscles that are particularly active, such as the back, legs, shoulders and joints, often spread or become more visible than scars formed on less active areas. Earlobes, shoulders and pre-sternal skin have a high predilection of developing keloids. Any form of chest or breast surgery involves an increased risk of developing abnormal scars. <sup>2</sup>
Wound infection or complications	Wound infection increases the likelihood of abnormal scarring.

### Treatment options

The number of options available for consumers to purchase over the counter can at first appear confusing. It is important to note that very few products for scar reduction sold over the counter have actually been clinically proven to make a difference to scars.

Clinical treatment options for both hypertrophic and keloid scars include surgery and scar injected steroids, both of which can be very painful. Silicone gel dramatically improves scars, and is recommended by leading specialists worldwide.<sup>2</sup>

Options available for scar treatment and prevention <sup>2</sup>	
Invasive	Non-Invasive
Surgery	Silicone gel e.g. Kelo-cote®
Injected steroids	Pressure/compression therapy
Radiotherapy	Topical steroids
Cryotherapy	Counseling
Laser therapy	Polyurethane patches
Other treatments (no medical evidence)	
Topical vitamin E cream (and other moisturisers)	
Massage therapy	Dietary supplements

## Kelo-cote® – recommended by physicians

### Silicone gel – the choice of plastic surgeons worldwide<sup>2</sup>

Dermatologists and plastic surgeons have used silicone gel as an effective scar treatment for more than 20 years.<sup>1</sup> There is now good evidence of its efficacy, and silicone gel sheeting has now become standard care for plastic surgeons.

According to the 2002 International Clinical Recommendations on Scar Management, silicone gel should be the first line of treatment in the initial management of all scars and particularly in the prevention of keloids and hypertrophic scars.<sup>2</sup>

### Kelo-cote® – the first choice in scar management

Kelo-cote® silicone gel makes effective scar reduction easy. Here are some of the benefits:

#### Kelo-cote® – developed with convenience in mind

Transparent and odorless silicone gel

Once daily application (or twice daily to areas exposed to abrasion) as part of your daily routine

Easy and painless to apply, no removal necessary

Self-dries to an invisible, breathable sheet within 4–5 minutes

Provides elastic protection

Cosmetics or sun block can be applied once Kelo-cote® has dried

No skin irritation, maceration\* or other adverse effects

Available in tubes or as spray and therefore ideal for any irregular skin/scar surfaces, joints, flexures, the face and any size of scars

Reduces scar-associated pain, itching and discoloration

Can be used on old and new scars

Suitable for the use in children and patients with sensitive skin

Patented formula is FDA approved as “substantially equivalent” to silicone gel sheeting

Direct continuous contact with the skin provides improved scar management

Kelo-cote® has a CE mark as a Class I Medical Device throughout the EU

\* Maceration: when the skin becomes pale, moist, wrinkled and soggy, such as when a plaster has been on for too long

## Kelo-cote® – preferred by patients

### Kelo-cote® – effective and easy to use

The effectiveness and safety of silicone gel in the treatment and pre-vention of scars is established and well documented.<sup>3</sup> Studies have shown that silicone works most effectively if it is in constant contact with the skin. It is recommended that Kelo-cote® be introduced as a part of your daily routine for a minimum of two months. Further benefits may result from extended use.

Kelo-cote® silicone gel is adding easy handling and comfort to scar management, increasing your compliance and the prospect of an aesthetically matured scar.<sup>4</sup>

### How to use Kelo-cote®

- Ensure that the affected area is clean and dry.
- Apply Kelo-cote® to the area as a very thin layer and allow to dry.
- Apply Kelo-cote® once daily, or twice daily to areas exposed to abrasion.
- For maximum effect, Kelo-cote® Gel should have 24 hour contact with the skin.
- Once dry, Kelo-cote® can be covered with pressure garments, sun block or cosmetics.

If Kelo-cote® has not dried within 4–5 minutes, you have probably used too much. Gently remove the excess and allow the drying process to continue.

Recommended minimum treatment time is 60–90 days. Larger and older scars may take longer and continued use is recommended if improvement is still seen after the initial 90 days.

### Caution

Kelo-cote® is for external use only. Avoid direct contact with eyes, mucous membranes, third degree burns and open wounds. Kelo-cote® should not be used on dermatological conditions that disrupt the integrity of the skin. Kelo-cote® may stain clothing if it is not completely dry. If irritation occurs, discontinue use and consult your physician. Keep this product out of the reach of children.

# Frequently asked questions

## For which types of scars is Kelo-cote® suitable?

Kelo-cote® is intended for the management of old and new hypertrophic and keloid scars resulting from general surgical procedures, trauma, wounds and burns.

## Can I use Kelo-cote® to help avoid scars?

If the skin has been ruptured you cannot avoid a scar, but you can make it less visible. You must only start Kelo-cote® when the wound has healed.

## Can Kelo-cote® completely remove a scar?

It is not possible to make a scar "invisible". Kelo-cote® will, however, markedly improve the appearance of scars old and new.

## How long should I use Kelo-cote®?

Recommended minimum treatment time is 60–90 days. Larger and older scars may take longer and continued use is recommended if improvement is still seen after the initial 90 days.

## Is Kelo-cote® skin-friendly?

Yes, Kelo-cote® is completely bio-compatible and is intended for the use for both, children and people with sensitive skin.

Kelo-cote® is available from your doctor or pharmacist.

For more information, please visit us at:

[www.kelocote.com](http://www.kelocote.com)



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