

MENTHODERM®

MENTHOL IN AQUEOUS CREAM

The benefits of menthol in
cooling and soothing itch
and heat

Itch Statistics

Pruritus can be defined as 'the sensation that is relieved by scratching the skin'¹

Pruritus is a common and distressing symptom of many dermatological, systemic and psychological disorders²

18% of all pregnant women encounter pruritus⁵

6 Weeks +

When persistent itch is considered as chronic pruritus⁷

The prevalence of pruritus across the Western world is estimated to be between 6.1% and 22.3%⁴

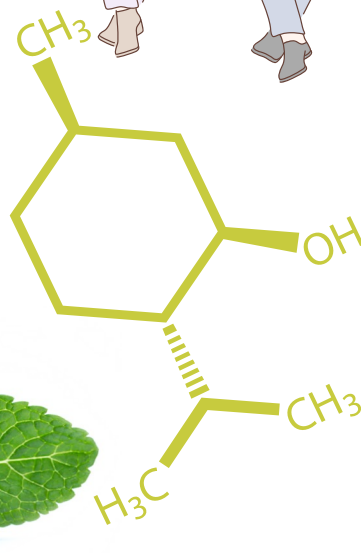
11.5% and 41% of elderly people suffer from pruritus⁶

The Benefits of Menthol: The Facts

Menthol elicits the same cool sensation as low temperature through the TRPM8 receptor

8-28°C: when TRPM8 receptor is activated by menthol or thermal stimuli in the cool range

Menthol concentrations of 1-3% are used to relieve pruritus



The Benefits of MENTHODERM®

Menthoderm® Soothes & Cools heated & dry itchy skin

It is the only Menthol in Aqueous Cream with **two preservatives** giving **double protection** for patients

Contains the additional preservative **undecylenic acid** which helps reduce the risk of potential cross contamination, especially for patients with compromised hygiene and assists in **protecting dry and irritated skin**

It is the **lowest priced, premium quality** branded Menthol in Aqueous Cream on the market

Other Effective Situations of Menthol in Aqueous Cream



• **Menopause:** Menthol is popular amongst women experiencing the menopause. Its cooling properties assist with managing hot flushes



• **Pregnancy:** Menthol is also popular with pregnant women, for the relief of Obstetric Cholestasis (an uncomfortable itching on the belly and other parts of the body) caused by disruption to the normal functioning of the liver⁹ and soothing the itch associated with stretch marks



• **Sunburn:** Menthol is an age-old coolant that is a great alternative to after-sun lotion and can help alleviate the pain of sunburn by cooling the affected area



• **Sport:** Because of its cooling properties, menthol is commonly used by sportsmen and women to help cool down heated skin. From a workout at the gym; running through to cycling, menthol is great for cooling you down when you have worked up a sweat!

Availability

Available in **3 strengths**

0.5% 1% 2%

500g pots



500g airless pump dispensers



100g tubes for travel and daily use

Any questions?



How much Menthoderm® do I need in order to alleviate my itch?

A) A little bit of Menthoderm® menthol in aqueous cream goes along way, so we would suggest small applications frequently, in order to allow Menthoderm® to absorb properly. This however, is down to personal preference. For more specific guidelines, speak to your local GP

What is SLS?

A) SLS stands for Sodium Laurel Sulfate. You will often find SLS listed on bottles of shampoos, emollients and shower gels. SLS has been known to sometimes cause irritation to the skin, which is why it is best to find a moisturiser or shower gel that is SLS free to reduce the chances of skin irritation

What sized product should I use?

A) Naturally, this is completely your choice. Our products come in 3 sizes and a variety of concentrations. These are:

- 100g tubes: ideal for travel and daily use
- 500g airless pump dispensers: best where cross contamination is a risk (98% dispensed by the pump)
- 500g pots: for when large amounts are required or for those who may have manual dexterity issues with a pump dispenser

Directions for Use:

Apply to clean dry skin as often as required, as directed by your Prescriber or Pharmacist.

Should only be used on infants below 2 years of the direction of a clinician.

Warnings:

Do not use if you are allergic to any of the ingredients.

Do not use on broken or damaged skin.

Avoid contact with eyes. In the event of contact with eyes, rinse with water and immediately seek medical advice.

In the unlikely event of rash or irritation, discontinue use.

Young children should not be allowed to apply this product unsupervised.

Do not apply to the face, nose, upper lip or mouth area of infants or young children.

Seek medical advice if the product is accidentally swallowed.

Do not induce vomiting.

Do not use after expiry date.

Store below 25°C

Ingredients:

Aqua (Water), Petrolatum, Cetearyl Alcohol, Paraffinum Liquidum, Cereath-20, Phenoxyethanol, Menthol, Undecylenic Acid.

Derma UK support public access to our cosmetic and GSL products via our infoshop at sk1n.co.uk.



For more details contact us:

E: info@dermauk.co.uk

W: dermauk.co.uk

T: 0191 375 9020

Derma UK Ltd, Toffee Factory, Ouseburn
Newcastle upon Tyne NE1 2DF.

References

1. Yosipovitch G, Bernhard JD. Clinical practice. Chronic pruritus. N Eng J Med 2013;368:1625-34
2. Millington, G.W.M (2018) British Association of Dermatologists' guidelines for the investigation and management of generalized pruritus in adults without an underlying dermatosis. Available at <<http://onlinelibrary.wiley.com/doi/epdf/10.1111/bjd.16117>>
3. British Association of Dermatologists (2019) Pruritus. Available at <<http://www.bad.org.uk/shared/get-file.aspx?id=121&itemtype=document>>
4. Shaw T. E, Currie G. P, Koudelka C. W, Simpson E. L. Eczema prevalence in the United States: Data from the 2003 National Survey of Children's Health. J. Invest. Dermatol. 2011;131:67-73

5. Black M. M, Lynch P. J, Edwards L, Ambros-Rudolph C. Obstetric and Gynecologic Dermatology. London: Mosby/Elsevier; 2008
6. Weisshaar E, Dalgard F. Epidemiology of itch: Adding to the burden of skin morbidity. Acta Derm. Venereol. 2009;89:339-350
7. Reamy BV, Bunt CW, Fletcher S AM Fam Physician. 2011 Jul 15; 84(2):195-202
8. Peier AM et al (2002) A TRP channel that senses cold stimuli and menthol. Cell. 108(5):705-15
9. NHS (2019) "Itching and intrahepatic cholestasis of pregnancy" <<https://www.nhs.uk/conditions/pregnancy-and-baby/itching-obstetric-cholestasis-pregnant/>>