

Ultrabase®

White Soft Paraffin 10% w/w

Treat the **rough** with the **smooth**

The **ultra smooth** solution for dry irritated skin



Ultrabase®: Trusted formulation based on 40 YEARS of experience in treating dry skin conditions

- Pleasant, non clinical scent
- A well-established, high-quality, licensed emollient treatment
- Does not contain sodium lauryl sulphate (SLS)
- Has a non-greasy feel
- Airless pump dispenser for better patient experience, waste reduction and cost savings

Quality emollient, trusted solution

	Ultrabase®	Doublebase™ Gel	Cetraben® Cream	Diprobase® Cream
Supplied in cost and waste efficient packaging	✓		✓	✓
Pleasant scent vs. clinical smell	✓			

* Pack sizes available on prescription in BNF as of November 2019



Soothes and hydrates dry skin on the hands and body



Locks in moisture



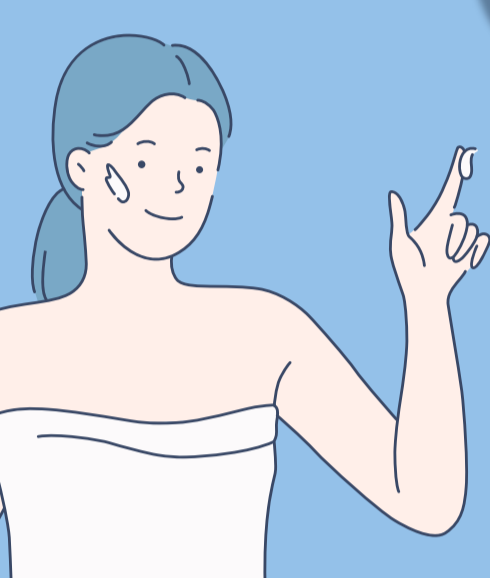
Absorbs easily



Pleasant aroma



Easy to use



Pleasant Aroma	Encouraging compliance
Heritage	40 year old formulation
HCP Support	Derma UK are committed to Dermatology
Packaging	Waste efficient packaging
Livery	Appealing livery
Reasonable Cost	Affordable

Concentrates on the Patient!

Eczema in the UK

- **1 in 5 people** live with eczema in the UK¹
- GPs in England wrote about **27 million prescriptions** for the topical agents used in the treatment of atopic dermatitis (eczema)²
- **50-70% of children** with early onset eczema are sensitised to one or more allergens¹
- **1.7million school children** already suffering from eczema in the UK³
- Amongst eczema sufferers, **52% of adults** have their head and neck affected, **50% have their hands affected**²
- In a two week period, **8-9% of the UK population** suffer from significant pruritus³



- To remain soft and flexible, the skin requires a water content of between **10 and 15%**⁴
- Dry skin occurs when the water content of the skin drops **below 10%**⁴



How to get the most out of an emollient

- **Apply emollients at least twice a day**, up to three or four times for very dry skin conditions⁵
- **Apply emollients gently in the direction of the hair growth** in long smooth strokes to avoid aggravating itching⁵

Apply emollients in sufficient quantities

- many patients underestimate how much emollient they need.

Adults should use at least 500g of emollient per week⁵

Children should use at least 250g of emollient per week⁵

TABLE 2: USES OF DIFFERENT EMOLLIENT FORMULATIONS⁴

Vehicle formulation	Suitable sites	Advantages	Disadvantages
Ointment	Suitable for very dry, scaling skin conditions on soles and palms.	Very occlusive/hydrating, but difficult to wash off. Useful for inflamed areas where product could easily be washed/rubbed off.	Greasy and likely to stain everything touched, and often less cosmetically acceptable to patients.
Cream	Can be used in skin folds, but also suitable for other areas of the body.	Easily spreads on skin useful for sensitive skin.	Water evaporation from the formulation requires application several times a day. Contain preservatives and may give rise to sensitivity reactions.
Lotion	Hairy areas of the body and moist exudative lesion. Also can be used in skin folds, e.g. groin, neck creases, axillae.	Quickly dries on skin and cools by evaporation, less oily than creams/ointments.	Less occlusive than ointments or creams and requires frequent application.
Gel	Gel liquifies on contact with the skin, and is most suitable for hairy areas as well as the face and scalp.	Despite a high oil content, gels are less greasy than ointments, spread easily and cool the skin. Useful for oily and dark coloured skin. Once in contact with the skin, the gel liquifies, leaving a thin film on the skin.	Sticky.

What patients have to say

Lovely & light cream nourishes very dry skin. Love it!⁶

It had an immediate effect... left much smoother skin that felt very much relieved.⁶

Great product, it has worked so well in keeping skin soft and trouble free, that I now need to use it less frequently.⁷

How much emollient should I prescribe?

- **Emollients are typically under-prescribed and under-used.⁸**
- **This results in suboptimal treatment of dry skin and eczema, and may increase the occurrence of flares.⁹**
- **Once the preferred choice of emollient is known, encourage appropriate usage by prescribing generous amounts (for example 500g) to be used regularly (often four times daily).**

What should I advise on how to use an emollient?

It is essential to provide instructions on the correct use of emollients, with clear demonstrations of how to apply. Advise the person to use emollients liberally and frequently, even when their skin appears improved or is clear

References:

1. S. Nutton (2015) 'Atopic Dermatitis: Global Epidemiology and Risk Factors'. Annuals of Nutrition and Metabolism 2015;66 (suppl 1):8-16
2. Chaplin, Steve. 'Guide to treatments used for atopic dermatitis in adults.' Available at: <http://www.prescriber.co.uk/article/guide-treatments-used-atopic-dermatitis-adults/> 310-eczema-are-we-just-scratching-the-surface#.edit7 Last accessed: 22.05.2020
3. British Association of Dermatologists (2019) Pruritus. Available at: <http://www.bad.org.uk/shared/get-file.aspx?file=121&itemtype=document>
4. R Tucker (2019) Spotlight: Emollients and Dry Skin Conditions. British Journal of Family Medicine. Available at: <https://www.bjfm.co.uk/emollients-an-effective-but-underused-treatment> Last accessed: 22.05.2020
5. Data obtained from Health and Social Care Information Centre. Prescription cost analysis. England 2015. April 2016.
6. Amazon Customer Product Review. https://www.amazon.co.uk/product-reviews/B00ECVYVWG/ref=cm_cr_dp_see_all_tbmie=UTF8&showViewpoints Last accessed: 22.05.2020.
7. Mumsnet Customer Product Review. <http://www.mumsnet.com/Talk/allergies/223322-are-there-good-alternatives-to-aveeno-cream-for-eczema> Last accessed: 22.05.2020.
8. NICE. Atopic eczema in under 12s: diagnosis and management, 2007.
9. Cork MJ, Britton J, Butler L et al. Br J Dermatol 2003; 149: 582-89.

Ultrabase® - Abbreviated Prescribing Information. Please refer to the full Summary of Product Characteristics (SmPC) prior to prescribing. **Presentation:** Ultrabase® is a white cream containing white soft paraffin 10% w/w. **Uses:** Ultrabase® is a moisturiser that can be used as an emollient. It can also be used to dilute dermatological preparations and as a vehicle for other dermatological medicines. Additionally, it may be alternated with topical corticosteroids when the latter are being gradually withdrawn, and may be continued alone after complete withdrawal of the topical corticosteroid. **Dosage:** The cream should be smoothed onto the skin as often as required. **Contraindications:** Hypersensitivity to any of the ingredients. **Warnings and Precautions:** Contains stearyl alcohol which may cause local skin reactions. Contains methyl parahydroxybenzoate and propyl parahydroxybenzoate which may cause allergic reactions. Instruct patients not to smoke or go near naked flames - risk of severe burns. Fabric (clothing, bedding, dressings etc) that has been in contact with this product burns more easily and is a serious fire hazard. Washing clothing and bedding may reduce product build-up but not totally remove it. **Side Effects:** Hypersensitivity skin reactions including erythema and pruritus have been reported. **Package Quantities:** 500g pump dispenser. **Basic NHS Costs:** £8.67 (500g). **Legal Category:** GSL. **Marketing Authorisation Number:** PL 19876/0014. **Marketing Authorisation Holder:** Derma UK Ltd, Toffee Factory, Ouseburn, Newcastle upon Tyne NE1 2DF, UK. "Ultrabase" and "Derma UK" are registered Trade Marks. **Date of Revision of Text:** August 2019.

Adverse events should be reported. Information about adverse event reporting can be found at www.mhra.gov.uk/yellowcard. Adverse events should also be reported to Derma UK Ltd, UK on 0191 375 9020.

www.dermauk.co.uk

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