

MENTHODERM®

MENTHOL IN AQUEOUS CREAM

Soothes heated, dry, itchy skin



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 +

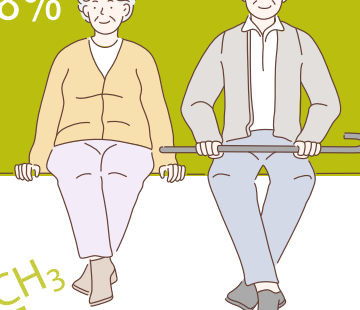
When persistent itch is considered as chronic pruritus⁷

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

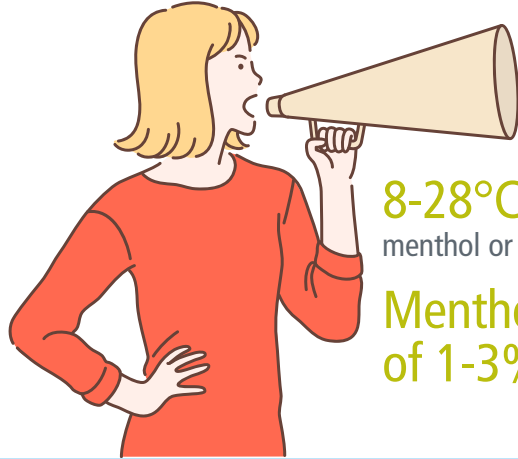


8-9% of the UK population suffer from significant pruritus³

between 11% and 78% of elderly people suffer from pruritus⁶



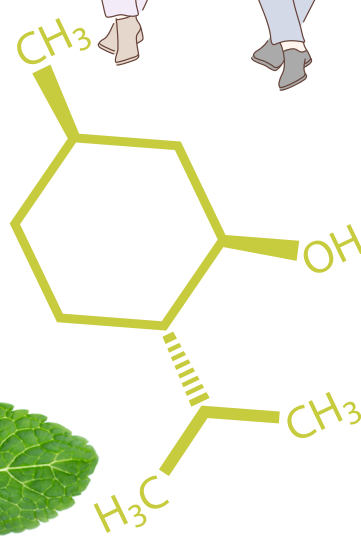
The Benefits of Menthol: The Facts



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



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



• **Summer skin:** Menthol is an age-old coolant and may help alleviate heated skin by cooling the affected area



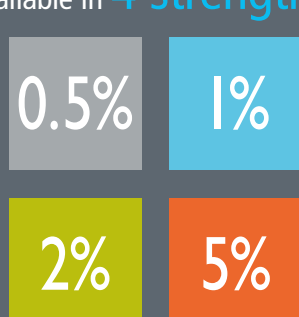
• **Pregnancy:** Menthol is also popular with pregnant women, for the relief of Obstetric Cholestasis (an uncomfortable itching on the belly and other parts of the body) caused by disruption to the normal functioning of the liver³ and soothing the itch associated with stretch marks



• **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 **4 strengths**



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 under 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.

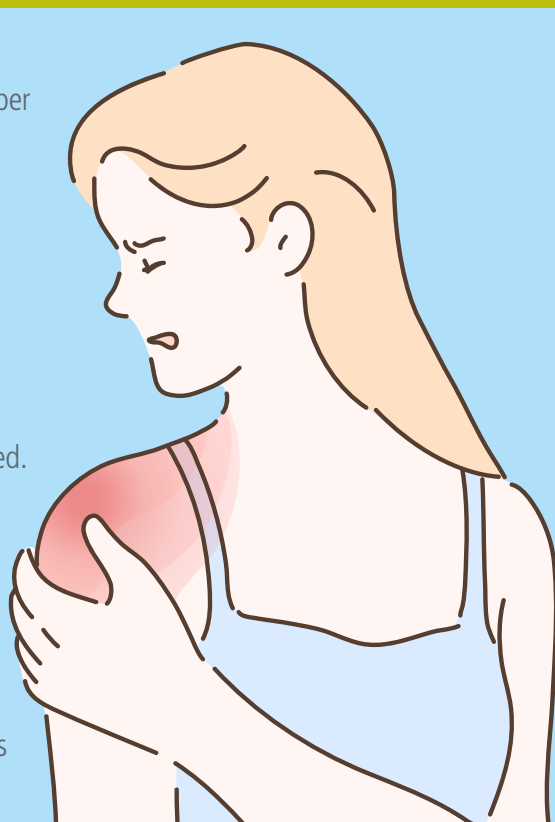
Do not apply to the face, nose, upper lip or mouth area of infants or young children.

Seek medical advice if the product is accidentally swallowed.

Do not induce vomiting. Do not use after expiry date.

Store below 25°C

Do not smoke or go near naked flames while applying this product as there is a risk it might ignite and cause 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.



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



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References

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