

How should *Adex Gel* emollient be used?

- ✓ *Adex Gel* can be used all over the body and for as long as necessary – whether only occasionally, such as during flares, or continuously.
- ✓ *Adex Gel* can be used all over the body including on the face and on creases of the skin.
- ✓ *Adex Gel* is suitable for adults and children over 1 year of age.

Using *Adex Gel*, even when the skin looks and feels 'normal', will help maintain the improvement, may help to increase the time between flare-ups, and may also help reduce the amount of topical steroids required.



For those with psoriasis, *Adex Gel* can help to soften scales, keep the skin supple, reduce dryness and improve the appearance of the skin, as well as helping to reduce inflammation.

How to apply *Adex Gel*

1. Smooth *Adex Gel* gently onto dry skin.
2. Use gentle strokes in the same direction as hair growth (like stroking a dog or cat). Avoid vigorously rubbing the emollient into your skin. This prevents blocking hair follicles.
3. Apply a sufficient amount so that the skin looks shiny and allow time for *Adex Gel* to soak in.
4. Remember that exposed areas such as the face, neck and hands may need more frequent treatment.



An effective, simple and different way to manage your little ones' eczema.



For further information visit
AdexGel.ie

For further support and information for those with dry skin conditions, visit:

Irish Skin Foundation (ISF):

www.irishskin.ie

Always read the leaflet.

Care should be taken as emollients which soak into clothing, pyjamas, bedlinen etc. can increase the flammability of these items. Patients should avoid these materials coming into contact with naked flames or lit cigarettes etc. As a precaution, dressings and clothing, etc., should be changed frequently and laundered thoroughly.

 **DERMAL**
TOPICAL INNOVATION
www.dermal.ie

Presented with compliments of Dermal



Adex[®] Gel

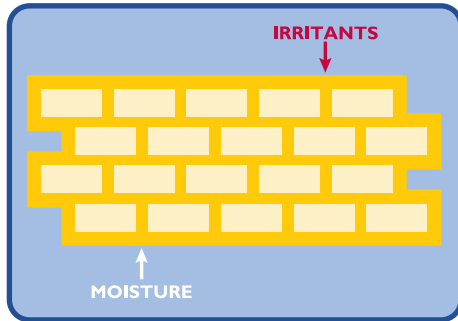
A gentle and easy way to moisturise and treat their inflamed eczema



ADXPR299/1/JUN23

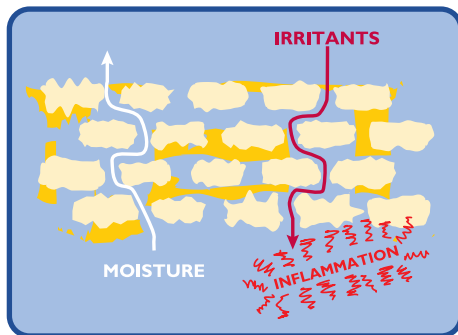
Healthy Skin

Healthy skin provides a barrier between the body and the external environment. In healthy skin, natural oils fill spaces between plump skin cells to form a good skin barrier – keeping moisture in and irritants out. Skin cells and the surrounding natural oils are often shown as a brick wall. The skin cells are the ‘bricks’ and the natural oils are the ‘mortar’.



Dry, Inflamed Skin

In dry skin conditions such as eczema, dermatitis or psoriasis, the skin barrier is weakened. The skin, which is lacking in oils, allows too much water to escape. The skin cells shrink, opening cracks which allow greater moisture loss and the entry of irritants. Certain factors can make dry skin conditions worse, such as air conditioning, central heating or sitting close to a fire, and bathing or showering with soaps or detergents.



If irritants cross the skin barrier, the skin can react causing redness and inflammation. This is the body's natural defence system to protect against its enemies (irritants and bacteria).

Atopic Eczema

In atopic eczema, the body can overreact and ‘flare up’ in response to irritants and bacteria, which would usually be harmless. Scratching should be avoided, as it damages the skin further and initiates an itch-scratch cycle, which may increase inflammation.

Regular use of emollients is recommended to rehydrate dry skin and help improve the skin barrier. When eczema ‘flares’ the skin can be very red, angry and inflamed. Topical corticosteroids (applied to the skin) are often used to reduce the inflammation and to help eczema improve.

Psoriasis

Psoriasis is an inflammatory dry skin condition that causes skin cells to grow, or mature, too quickly. In healthy skin, this process usually takes between 21 and 28 days, but only a few days for psoriatic skin. This leads to a build-up of immature skin cells, causing red, dry inflamed areas of skin that are covered in silvery scales. These become uncomfortable, and can easily crack and bleed.

Treatment for psoriasis includes topical therapies, such as steroids or Vitamin D analogues to help reduce the inflammation. Emollients are widely recommended for patients with psoriasis and they can be used alongside other treatments. Emollients help to soften scales, keep the skin supple, reduce the dryness and improve the appearance of the skin.

What is Adex Gel?

Adex Gel is a simple, convenient, **steroid-free** treatment specially formulated for dry skin conditions prone to inflammation, such as mild to moderate eczema, contact dermatitis and psoriasis. *Adex Gel* combines an emollient with a supplementary anti-inflammatory medicinal substance together in a single product. *Adex Gel* is very convenient to use, making it easy to establish a treatment routine.

Adex Gel is an easily absorbed, highly moisturising gel which helps soften and moisturise the skin. When applied directly to the skin, *Adex Gel* forms a protective layer of oils to help trap moisture. This protective barrier can also help prevent the entry of irritants which can cause inflammation. It also contains an effective, supplementary anti-inflammatory medicinal substance, to help reduce **inflammation** and **redness**.

How is Adex Gel different?

Adex Gel emollient can also help reduce **inflammation** and **redness** because *Adex Gel* provides **Added Extra** anti-inflammatory action.

Adex Gel is a moisturising and protective emollient, containing a high level of oils (30%) and the humectant glycerol in an elegant gel formulation.

Adex Gel also contains nicotinamide (4%), a supplementary anti-inflammatory medicinal substance, which is a form of vitamin B₃, that has been shown to reduce **inflammation** and **redness**.

Adex Gel as part of a different treatment regime for dry skin prone to inflammation

Anti-inflammatory emollients such as *Adex Gel*, help to reduce inflammation and improve the condition. *Adex Gel* can be used on its own, or with topical corticosteroids, to treat both dryness and inflammation.

If *Adex Gel* is used with a topical steroid, each treatment should be applied separately and allowed to be absorbed before the next is applied (in line with the in-pack leaflet or as advised by the prescriber or pharmacist).

Adex Gel can be used in large quantities and all over the body, whereas topical steroids should be used sparingly (as advised by the prescriber or pharmacist), and only on areas of active inflammation.



A healthcare professional will be able to recommend an appropriate therapy regimen for you.