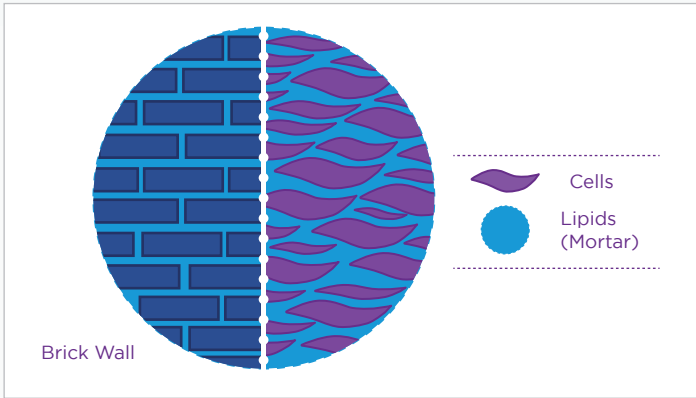


What is Lipid Lamellar Technology?

Understanding the skin barrier

The outermost layer of the skin (SC) is in a brick and mortar structure. The cells form the bricks and the lipid matrix (**ceramides**) is the mortar.



This lipid matrix forms the main barrier in the prevention of excessive moisture loss and entry of pathogens and harmful compounds

In Eczema, skin barrier disruption occurs, resulting to transepidermal water loss (TEWL) → severe drying & itching (entry of irritants/pathogens)

How does **Lipid Lamellar Technology** work?

- Ceramide 3** (lamellar lipids) - these are delivered in **lamellar configuration** onto the skin together with:
- Panthenol** - Vit B5, which acts both as a humectant and promotes skin cell regeneration
- Humectants** - attracts and binds water to prevent TEWL

- ✓ Stops moisture loss
- ✓ Replenishes the lipid barrier
- ✓ Prevents entry of irritants



Relieves Itch in 30 minutes



What is Bepanthen™ Itch Relief Cream?

Bepanthen™ Itch Relief Cream is a steroid-free formula which gives fast relief of itch while restoring the skin barrier, helping your skin to heal. It is used to relieve itch and redness caused by the following causes of skin irritation:

- Dry skin
- Atopic dermatitis
- Eczema
- Allergic reactions
- Other inflammatory conditions

What is the skin barrier?

The topmost layer of the skin is made up of the cells of the horny layer, lipids (mainly composed of ceramides), and moisturizers that are arranged in a lamellar structure. This structure forms the skin barrier that protects deeper layers of the skin against the harmful environment. In conditions where skin lipids are decreased, the skin barrier weakens. Moisture in the skin escapes that leads to dryness and itchiness. The weak skin barrier also leads to easy penetration of substances that cause irritation, redness and itching.

How does Bepanthen™ Itch Relief Cream help repair the skin barrier?

Bepanthen™ Itch Relief Cream contains a special lipid lamellar technology that is similar to the skin's own lipids. The lipids are oriented in a lamellar fashion, integrating and binding onto the skin barrier, leading to relief from itch within 30 minutes after application. Bepanthen™ Itch Relief Cream contains physiologic humectants such as glycerin and Provitamin B5 (Dexpanthenol) that provide long-lasting hydration, helping the skin recover from damage.

Bepanthen™ Itch Relief Cream does not contain emulsifiers which are known to damage the delicate lipid lamellar structure. It is free of perfumes and preservatives that may irritate the skin.

How is Bepanthen™ Itch Relief Cream used?

Bepanthen™ Itch Relief Cream is free from steroids and may be applied as needed.

Can Bepanthen™ Itch Relief Cream be used by pregnant or lactating moms?

Bepanthen™ Itch Relief Cream may be used during pregnancy and breastfeeding. If used during breastfeeding, it is important to wipe off any residue of cream on the nipple area before breastfeeding.

Can Bepanthen™ Itch Relief Cream be used for babies?

Bepanthen™ Itch Relief Cream may be used for babies, however for long-term use or use on large surfaces, it is recommended to seek medical advice.

Are there any possible side effects from using Bepanthen™ Itch Relief Cream?

If the product is used as recommended, generally no unwanted side effect is expected. However, single cases of local skin reactions may occur as when using any dermatological product.

What do you need to know when using Bepanthen™ Itch Relief Cream?

Bepanthen™ Itch Relief Cream should not be used on wounded skin. It should not be used in case of known allergies to any ingredient. If an allergic reaction develops, you should stop using the product. Bepanthen™ Itch Relief Cream is for external use only and should be kept out of reach and sight of children. The product should only be used until the expiry date stated on the box.

FOR EXTERNAL USE ONLY. Do not use on wounded skin. Do not use in case of known allergies to any ingredient. At first signs of infection, seek medical advice. If you experience any skin reaction, discontinue use and seek medical advice if necessary. Keep out of reach and sight of children. Do not store above 30°C.

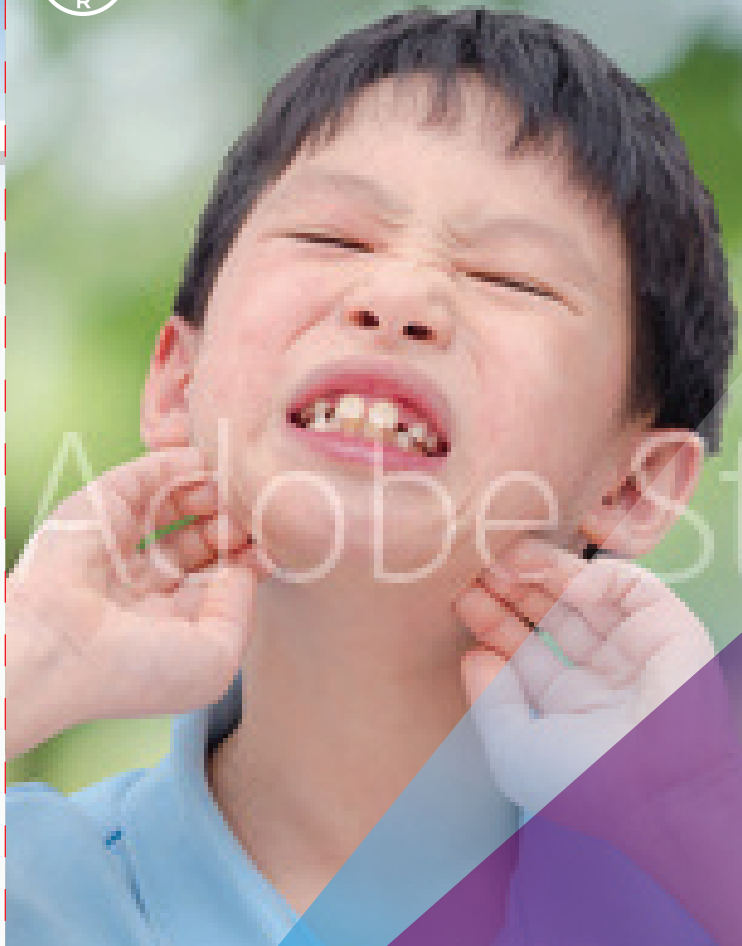
Ingredients: Aqua, Caprylic/Capric Triglyceride, Glycerin, Pentylene glycol, Olea Europaea Fruit Oil, Panthenol, Cetearyl Alcohol, Butyrospermum Parkii Butter, Glyceryl Stearate Citrate, Limnanthes Alba Seed Oil, Butylene Glycol, Hydrogenated Lecithin, Ceramide 3, Sodium PCA, Squalane, Stearyl Glycyrhettinate, Carbomer, Sodium Carbomer, Xanthan Gum, Hydroxyphenyl Propamidobenzoic acid.



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Step Ahead of Eczema!

Step Ahead from the Itching of Eczema Flare ups with Bepanthen Itch Relief Cream



The Characteristics of an Ideal Moisturizer

(Philippine Expert Consensus¹)



Safe and **effective**



Stimulates filaggrin and **ceramide production**



Supports the **natural buffering capacity** of the skin to maintain a **normal pH**



Has **hydrating** and skin barrier repairing effects



Maintains **microbial balance** of the bacteria living on the surface of **healthy skin**



What Happens in Eczema Prone Skin?

Eczema, also called atopic dermatitis, is a common allergic skin disease that usually starts in early childhood. The skin barrier plays key roles in immune surveillance and balance, and in preventing penetration of bad microbes and allergens.

In healthy skin, ceramides constitute the predominant lipids which form the lipid barrier. Evidence suggests that the lipid bilayer is compromised in Atopic Dermatitis (AD).

With the weakened, or damaged lipid bilayer of the skin, microbes and allergens gain entry resulting in itching. And for majority of patients with Atopic Dermatitis, the most disturbing symptom is itchy skin.

Skin is also often dry from the moisture escaping through the defective skin barrier.

Topical treatments which restore the skin barrier is an important modality in the continued care of patients like you with Eczema.²

References:

1. Lavadella A, Cumagun A, Palmero L, Ramos N, Jao Tan C, et al. The ABC Topical Management of Atopic Dermatitis in the Philippines: Expert Recommendations. J Drugs Dermatol. 2021;20(1):84-87
2. Agrawal et al. Skin Barrier Defects in Atopic Dermatitis. Curr Allergy Asthma Rep. 2014 May; 14(5): 433