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ELETONE® CREAM—NON-STEROIDAL ATOPIC DERMATITIS THERAPY

Provides Non-Irritating Relief to Patients of All Ages

What is so different about **Eletone® Cream** from **Ferndale Laboratories (Ferndale, MI)**?

Firstly, it is proven to hydrate skin, repair the skin barrier and reduce symptoms of atopic dermatitis. It is indicated for the management and relief of burning, itching and redness associated with this condition, and is a prescription-only skin barrier repair cream. There are no restrictions on age, treatment duration or body area. Most importantly, patients report it to be non-irritating.

Eletone Cream's reverse emulsion formula is lipid-rich and not only has the consistency and cosmetic appeal of a cream but also the maximum barrier protection of an ointment. In addition to being non-irritating, it has an odor-free base and does not contain nut oils, which may cause allergic reactions. It supplies 70 percent of lipids in 30 percent water by means of a reverse-phase formulation known as Hydrolipid Technology.™ This gives it a distinct advantage over alternative non-steroidal products, such as traditional cream bases which also have long-term drying effects.

When used daily, the effect is to repair skin barrier function and improve the integrity of the epidermal barrier, restore the *stratum corneum* and effectively maintain a healthy skin barrier. It is appropriate either as a stand-alone treatment or as a complementary therapy *before, during, or after* an atopic flare.

Clinical Studies

The product has been well-received by users. This is important because physicians can expect greater patient compliance when a product is this well-accepted.

EFFECTIVE FOR SKIN BARRIER REPAIR AND PROTECTION

Eletone® Cream:

- No reported stinging or burning in clinical trials†
- Decreases transepidermal water loss (TEWL)†
- Non-irritating
- Restores *stratum corneum*
- Improves integrity of the epidermal barrier
- Appropriate as stand-alone or complementary therapy *before, during, or after* an atopic flare



Available by
prescription only.

†Data on file

In a study conducted over a four-week period, 133 patients (aged three months to 18 years) with mild to moderate atopic dermatitis involving at least 10 percent of the body surface area were treated twice daily with Eleton and evaluated for symptom improvement.

Results demonstrated the effectiveness of Eleton Cream in treating atopic dermatitis with very low potential for irritation. At the baseline of the study, none of the participants were considered "clear." In fact, the average baseline was a PGA (Physician's Global Assessment) Score of 3, indicating moderate severity. After 29 days, however, 39 percent of the Eleton-treated patients achieved a PGA Score of "Clear" or "Almost Clear."

Eleton Cream is also clinically proven to decrease itch. At baseline, 91 of 133 subjects demonstrated moderate to severe pruritus, and 55 percent of the subjects showed improvement of this condition. Even during flare-like situations, none of the 133 subjects reported itching or burning with use of the product. Furthermore, there were also noted improvements in erythema, pruritus, induration/papulation, excoriations, lichenification, oozing/crusting and scaling at all the evaluation points through the study.

Practical Use

The demonstrated characteristics

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It is an incredibly
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... I know that my
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their disease."*

**Michael Borenstein
MD, PhD, FAAD**

of Eleton Cream are borne out in practice. Dr. Michael Borenstein, M.D., Ph.D., is Director of Gardens Dermatology & Cosmetic Surgery Center, Palm Beach Gardens, FL and a Fellow of the American Association of Dermatology. He comments, "I use Eleton all the time. It is an incredibly valuable part of my treatment of atopic dermatitis."

Having treated numerous patients with this condition, Dr. Borenstein reports that they like the product and find it to be very soothing. He attributes this to the formulation, in which there are no allergens or irritants. This means it can be used to treat sensitive areas including eyelids, armpits, and the genital and groin regions.

While it may be used to treat flare-ups, Dr. Borenstein encourages his patients to continue application of the cream to avoid or minimize future episodes. He considers the product to be very safe and another advantage is that it can be used with patients of any age including those under the age of 12. He adds, "I know that my patients can use it safely to treat their disease." It is encouraging to hear this response to the product in routine use.

Conclusion

In conclusion, Eleton Cream is a non-steroidal option for treating and maintaining the skin barrier. The product is recommended for treating mild atopic dermatitis and can be used to complement steroids to add to the restoration of the skin barrier. It is also recommended in between flares to maintain the integrity of the *stratum corneum*. Eleton's barrier repairing qualities and lipid-enriched dosing make it an ideal maintenance therapy with efficacy demonstrated in cases of moderately severe conditions. ♦

To Learn More

Eleton® Cream is available by prescription only in 100g tube. For more information, please call 1-877-352-6294, or visit the Web site at www.ferndalelabs.com or www.eletonecream.com.