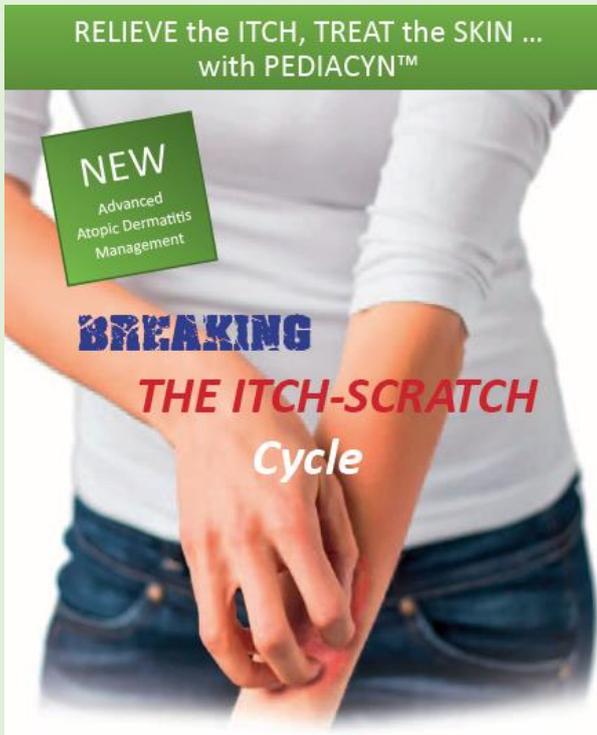


## Pediacyn – Breaking “The Itch Scratch Cycle” of Atopic Dermatitis

**Atopic Dermatitis** is a common, non-contagious inflammatory skin condition. It is recognisable by red, dry, itchy skin, which can sometimes weep, become blistered, crusted and thickened. Atopic dermatitis is most often seen on the inner sides of the arms at the elbow creases and wrists, behind the knees, and on the face and neck, but can affect other parts of the body.



The major symptom of atopic dermatitis is an intense itch. Scratching only provides temporary relief, and leads to more itching and scratching. This is often referred to as **“The Itch Scratch Cycle”**, where itch leads to scratching and scratching makes the skin itchy. Scratching worsens dermatitis, and can make the skin more vulnerable to infection. The intense itch can also interfere with sleep, and negatively impact on a person’s quality of life.

### What is the difference between Atopic Dermatitis and Eczema?

The term eczema is often used when people speak about Atopic Dermatitis. Eczema is a non-specific term which covers a wide range of skin effected diseases, associated with inflammations.

### What is “The Itch Scratch Cycle?”

The need to scratch the itching area is published in various studies and is called the vicious “Itch-Scratch cycle”. Due to the itching sensation the patient would like to eliminate this feeling with scratching. Scratching actually gives a pain sensation to the skin in order to eliminate the itching.

Sometimes, the patient is not aware he or she is scratching the affected area as it is extremely difficult to withstand this need. Unfortunately scratching stimulates itching, itching evokes scratching which stimulates itching

*.....This is often called **“The Itch-Scratch Cycle”***

More scratching creates more itching which eventually leads to unavoidable skin damage. Once this has happened a route for bacteria becomes available, to settle inside the skin and causes inflammations and possible infections.

### DID YOU KNOW?

**ATOPIC DERMATITIS IS ONE OF THE MOST COMMONLY SEEN “DERMATOSES” WITH A PREVALENCE OF 2% TO 5% IN VERY YOUNG CHILDREN AND 10% IN ADULTS.**

## PEDIACYN™ BREAKING THE ITCH/SCRATCH CYCLE

Sonoma Pharmaceuticals has developed PEDIACYN™ a silicone-based hydrogel for the management of Itchy Atopic Dermatitis. PEDIACYN™ with the patented Microcin® Technology, has a significant advantage in the management of Itchy Atopic Dermatitis during the dry and wet phases.



The active components of PEDIACYN™ are Hypochlorous Acid (HOCL) and Sodium Hypochlorite (NaOCL). These ingredients, present in very low quantities, are naturally produced as a defensive agent and are part of our innate immune system.

Microcin® Technology has been used for many years to treat various acute and chronic wounds and has shown to be very effective in the healing process without any side effects.

PEDIACYN™ hydrogel contains stabilized HOCL, a key component in bleach bath therapy. Bleach baths have been found to reduce the severity of eczema symptoms, including itch, in patients with mild to moderate Atopic Dermatitis.

PEDIACYN™ can be used in conjunction with other therapies for Atopic Dermatitis, where there is an irritating itch present. The antimicrobial properties treat infections and prevents reinfection.

### The benefits of the mechanical mode of action of PEDIACYN™ are:

- ❖ Anti-Inflammatory and anti-microbial properties
- ❖ Rapid Itch relieve
- ❖ Steroid Free
- ❖ Safe to use around mouth, eyes and nose
- ❖ pH neutral
- ❖ Non irritating
- ❖ Non-toxic
- ❖ Safe to use for long periods

### The benefits of the mechanical mode of action are:

- Prophylactic anti-inflammatory and anti-microbial properties
- Itch relieve
- Steroid Free
- Safe to use around mouth, eyes and nose
- pH neutral
- Non irritating
- Non-toxic



**50%**  
reported Itch relieve  
at DAY 1<sup>1</sup>



**85%**  
reported Itch relieve  
at DAY 3<sup>1</sup>

Reference: <sup>1</sup>Dreitel Z, Cash K. Evaluation of a gel formulation of hypochlorous acid and sodium hypochlorite to reduce pruritus in mild to moderate atopic dermatitis. Poster presented at: Winter Clinical Dermatology Conference; January 2012; Maui, HI.

**DID YOU KNOW?**

**YOU CAN BUY PEDIACYN™ BY GOING TO [WWW.BIOFACT.IE](http://WWW.BIOFACT.IE)**

**OR**

**ASK YOUR LOCAL PHARMACIST TO CONTACT BIOFACT (01-6012544) TO STOCK IT FOR YOU**