



GLUTADERMA

MARKET LAUNCH

OBJECTIVES

People suffering from acute (temporary) eczema (atopic dermatitis), who are looking for a quick solution before seeking medical attention.

Eczema is a widespread disease, affecting 10% of the population in some form.



OBJECTIVES

Atopic dermatitis causes many problems in everyday life, the worst of which is the constant burning itching sensation.

→ thus patients look for a quick and effective solution

In addition, inflamed, peeling skin can be aesthetically disturbing and cause anxiety:

- in social situations
- in the choice of clothes (here women's role is highlighted)



ABOUT ECZEMA

GLUTADERMA

Occurrence

Atopic dermatitis affects 17% of children and 2-10% of adults in Hungary (1, 2). In 80% of eczema cases, the onset is in the first 5 years of life (1). 60-70% of patients "outgrow" the disease by the age of 20 (1).

It tends to "persist" from childhood into adulthood positive family history (eczema in close relatives), early onset of disease, severe childhood clinical presentation, photosensitive, fair skin type (1).

(1) Gáspár K. Nagy kihívás az „atópiás menetelés” megállítása; www.pharmaonline.hu ; 2022-04-02

(2) (2) Kuhnyar A, Egyud K, Szabo I, et al. Prevalence of atopic dermatitis among children under 19 in an East-Hungarian agricultural county. Clin Dev Immunol 2006;13:395-9.

(3) (3) Az Egészségügyi Minisztérium szakmai protokollja; Atópiás Dermatitis (L2090)

(4) (4) Paller A, Jaworski JC, Simpson EL, Boguniewicz M, Russell JJ, Block JK et al. Major Comorbidities of Atopic Dermatitis: Beyond Allergic Disorders. Am J Clin Dermatol. 2018;19:821-838.

**The leading symptoms
of eczema**

Dry skin and itching

ABOUT ECZEMA

LOCALIZATION

The first symptoms may start in infancy, at 2-3 months. In infants, the hairy scalp and forehead and face are typically affected(1, 3).

In the childhood form, the limbs and trunk are also affected. Typical sites are the flexor surfaces: elbow, hand, knee, ankle, as well as the back of the head, the sole of the foot and the hands (1).

In adulthood, the symptoms are usually milder than in childhood, affecting the hairline, neck, face, hands and feet (1).



ENVIRONMENTAL FACTORS

- Allergens
- Bacteria
- Chemicals, climate
- Dry skin, drugs
- Psychic factors

(1) Gáspár K. Nagy kihívás az „atópiás menetelés” megállítása; www.pharmaonline.hu ; 2022-04-02
(2) Kuhnnyar A, Egyud K, Szabo I, et al. Prevalence of atopic dermatitis among children under 19 in an East-Hungarian agricultural county. Clin Dev Immunol 2006;13:395-9.
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(4) Paller A, Jaworski JC, Simpson EL, Boguniewicz M, Russell JJ, Block JK et al. Major Comorbidities of Atopic Dermatitis: Beyond Allergic Disorders. Am J Clin Dermatol. 2018;19:821-838.

MAIN PRODUCT BENEFITS

Unique skin soothing complex formula for a complete solution:

- **Pantenol**
- **Allantoin**
- **Bisabolol**

Two powerful antioxidants for protection against free radicals:

- **Glutation**
- **Vitamin E**

Liposomes for effective absorption

Steroid-free

Pure formula

- A fast, topical solution for eczema at an affordable price
- With a unique, innovative liposomal formula
 - Steroid-free: can be used during a break from steroid treatment, or for milder symptoms, start with this product to avoid steroids

BASIC PRODUCT INFORMATION

GLUTADERMA

Name: Glutaderma Cream

Category: Cosmetics

Packaging: 20 g

Application: Several times a day, in quantities as required

Age recommendation: from 0,5 years

Storage: room temperature

Expiry date: 30 months

Free of: steroid, paraben, petroleum

Sweetener: Phenoxyethanol

Scent: Lavender oil

