



Atopshield LOZIONE



User's Manual



Atopshield LOZIONE



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DERMATITIS OF THE SCALP

There are principally four most frequent types of Dermatitis of the Scalp.

Dandruff. This is the most frequent and commonest (and also the most badly known) problem. Dandruff, characterized by large flakes of dead skin on the scalp, which inevitably tend to fall, can normally be attributed to the physiological turnover of the epithelial cells of the scalp. When it becomes excessive, it can become a symptom of dryness of the scalp, common in the winter, or of a seborrheic dermatitis.

Seborrheic Dermatitis or Seborrheic Eczema. This is probably the most annoying problem and the most difficult to solve. It affects about 3-5% of the population. The cause of this pathology, although not yet clear, implies an increased cellular multiplication and the production of sebum, although not increasing, changes composition and irritates the scalp. As a result, this increases the presence of fungi of the *Malassezia* genus (especially *Malassezia furfur*) towards which the subject develops a real sensitization. Seborrheic Dermatitis is characterized by redness and flaking. There can be small crusts and often itchiness.

Psoriasis. Psoriasis is a chronic inflammation of the skin characterized by erythematous papules and by exfoliation in plaques. These lesions generally appear in numerous parts of the body. Subjects affected by psoriasis on the scalp generally have the same lesions on their elbows, knees, hands and feet. The scales in this case take on a more silvery appearance (like salmon scales). Psoriasis is due to auto-immune, genetic and environmental factors.

Acne. Even the skin of the scalp can be subject to acne, like other parts of the body. This pathology can be easily distinguished from the others by clinical picture and epidemiology.



Acute form of Seborrheic dermatitis on scalp

SEBORRHEIC DERMATITIS



Seborrheic Dermatitis is an inflammation characterized by small scaly lesions along the hairline, behind the ears and in the auditory canal. At times the eyebrows and the hairs on the chest are also affected. The formation of greasy scales is the result of accelerated multiplication of the skin cells, together with high activity by sebaceous glands. When the flakes are removed, the skin below is red and damp in appearance.

Seborrheic Dermatitis of the scalp is a type of skin problem in which dry, itchy and red spots develop on the scalp. The causes of this problem include excessive production of fats by the skin which modifies the composition of sebum and the consequent hyper-proliferation of some fungi, such as the *Malassezia furfur*, which irritate the skin. It is important to find an immediate remedy to this problem, to avoid the collateral effects which often lead to hair loss.

● THE TREATMENT OF SEBORRHEIC DERMATITIS

Therapy for seborrheic dermatitis is aimed at the inhibition of skin yeast colonization, reduction of pruritus and erythema, eliminating crusts and scales, and inflammation reduction. Topical therapies are the most common type of therapy because the condition is recurrent.

1. Antifungal agents are the mainstay of antiseborrheic therapy. Azoles work by inhibiting ergosterol, an important component of the fungal cell wall. Many also have anti-inflammatory properties. The most commonly used are: ketoconazole, itraconazole and metronidazole.
2. Non-prescription antifungal agents include Selenium (shampoos) twice daily but may cause hyperpigmentation.
3. Treatment with topical corticosteroids, hydrocortisone and beclomethasone dipropionate are generally reserved for those with seborrheic dermatitis secondary to immunosuppression, such as those with an HIV infection.
4. Tar has fungistatic properties and the ability to reduce sebum production but has adverse risks of toxicity and carcinoma development.



● ATOPSHIELD LOTION

Atopshield Lotion is a barrier system that creates a protective film on the scalp. It contains a fresh extract derived from *Plukennetia volubilis*, a plant from the Colombian Amazon forest. It is a traditional remedy that has been used by generations of the indigenous peoples as relief from the intolerable itchiness caused by bites from tropical forest insects.

Atopshield Lotion is characterized by an innovative formula for the treatment of dermatitis of the scalp, based on the association of *Plukennetia volubilis* extract and salicylic acid. Its effectiveness comes from a specific action in itchiness, the main symptom of most types of dermatitis of the scalp. The barrier effect avoids the loss of moisture and the dehydration of the scalp, thus reducing desquamation. Together with this action there is the anti-inflammatory effect of salicylic acid. Itchiness of the scalp is an annoying sensation which causes an often uncontrollable urge to scratch: in time this action often leads to a progressive loss of hair. The sensation of itchiness comes from a complex interaction between the mediators of the inflammation and the nerve stimuli. Scratching causes lesions which with time cause lesions to the hair bulb.



seborrheic dermatitis before treatment



seborrheic dermatitis after 1 week treatment with Atopshield lotion

MECHANISM OF ACTION OF ATOPSHIELD LOTION

Atopshield Lotion is classified by the CE mark as a Class I medical device, because its first and most important action is mechanical.

Anti-itchiness effect

The ingredients of Atopshield Lotion include the extract from the fresh plant of *Plukennetia volubilis* which helps the mechanical effect of Atopshield through an effect on the C fibres of the nervous system. This action gives immediate relief from itchiness and irritation after application of Atopshield Lotion. The anti-itchiness action is the clinically most evident one and reported by all patients.

Barrier effect

Atopshield Lotion has a barrier action due to the great concentration of polymers. This action protects the scalp avoiding dehydration and dryness of the scalp. Dryness of the scalp is one of the most important factors in contributing to its desquamation and the formation of dandruff.

Anti-inflammatory effect

The presence of salicylic acid at 2% has an anti-inflammatory action and prevents the irritation due to the proliferation of micro-organisms of the *Malassezia* genus

THE USE OF ATOPSHIELD LOTION IN DERMATITIS OF THE SCALP. CLINICAL CASE

Atopshield acts by bringing immediate relief of the itchiness of the scalp thanks to the action of Extract of *Plukenetia volubilis*. At the same time, it has a marked anti-inflammatory action, partly due to the presence of salicylic acid, and keeps the scalp hydrated.

35 years old.



Seborrheic dermatitis of the scalp.

For 10 years. Hair loss.

In the past, local therapy with cortisone creams and lotions.



Atopshield Lotion

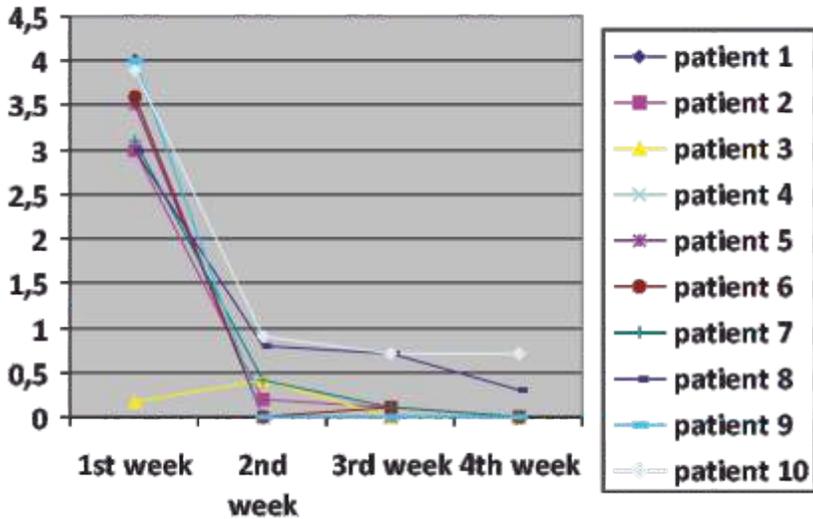
2 applications a day for one week

Complete resolution of the clinical picture after 8 days

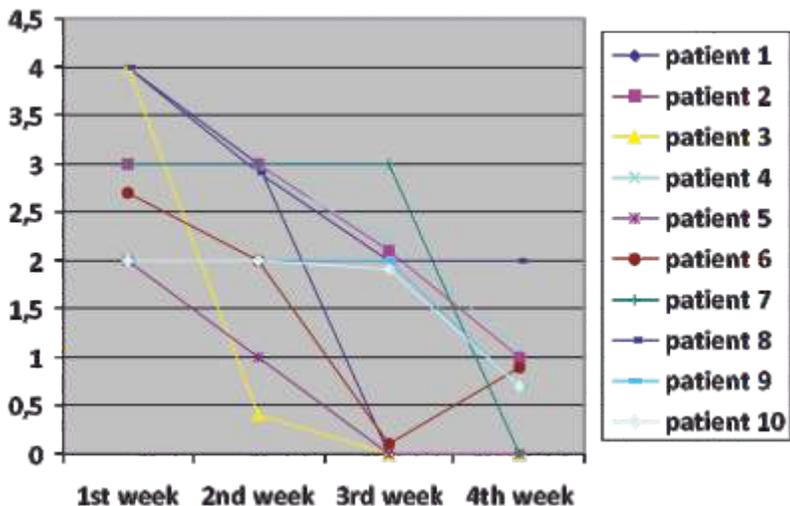
Atopshield Lotion has been used in a clinical trial on 10 subjects, aged between 18 and 62, who had suffered from atopic dermatitis of the scalp and face for a minimum of two years. No subject used topical or oral medication. The subjects applied Atopshield Lotion on the pruriginous areas twice a day for a period of four weeks.

The erythema, desquamation and itchiness were evaluated on a scale of 4 points (0 absent, 1 slight, 2 moderate-average, 3 severe).

Reduction of itchiness in 4 weeks



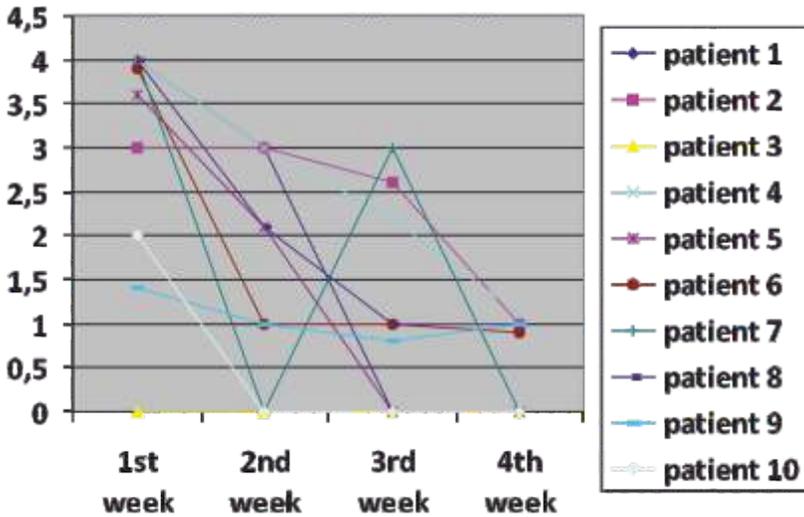
Reduction of desquamation in 4 weeks



Atopshield Lotion has been used in a clinical trial on 10 subjects, aged between 18 and 62, who had suffered from atopic dermatitis of the scalp and face for a minimum of two years. No subject used topical or oral medication. The subjects applied Atopshield Lotion on the pruriginous areas twice a day for a period of four weeks.

The erythema, desquamation and itchiness were evaluated on a scale of 4 points (0 absent, 1 slight, 2 moderate-average, 3 severe).

Reduction of the erythema in 4 weeks



The open trial showed a marked and constant reduction of itchiness with a simultaneous reduction of the erythema and desquamation in all the subjects up to complete remission of the symptomatology in over 50% of the cases.



ADVANTAGES OF ATOPSHIELD LOTION IN SEBORRHEIC DERMATITIS



IMMEDIATE RELIEF OF ITCHING



IMMEDIATE IMPROVEMENT IN SKIN HYDRATION



PROGRESSIVE IMPROVEMENT IN SKIN DESQUAMATION



NO INTERACTIONS WITH OTHER TOPICAL AND/OR SYSTEMIC THERAPIES.



USED AS PROPHYLACTIC TO AVOID RELAPSES



USEFUL IN REDUCING THE LONG TERM CONTINUOUS USE OF TOPICAL CORTICOSTEROIDS.





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