



Prescribe Flexitol for Well Hydrated, Healthy Skin

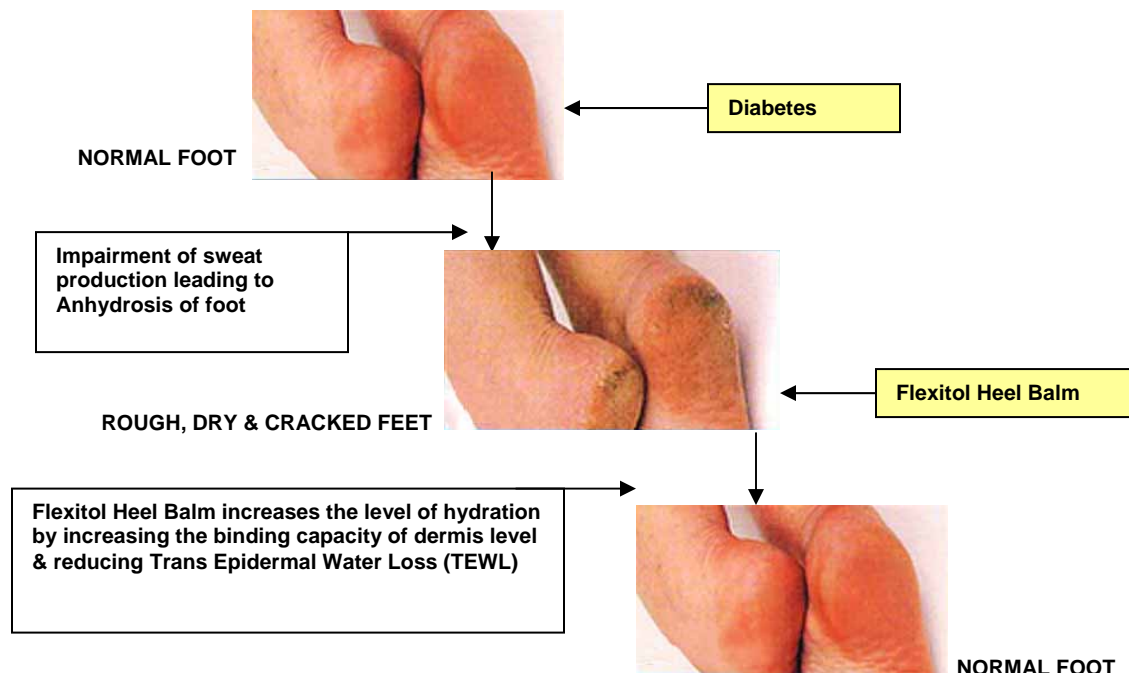
HOW FLEXITOL HEEL BALM WORKS

Flexitol products help to keep your skin well hydrated and healthy. Our concentrated formulae are scientifically formulated to improve skin hydration. Each Flexitol product is the result of in-depth research and has been specifically designed for the function it has to perform.

Flexitol Heel Balm is a leading foot care line around the world because it hydrates rough, dry feet more rapidly and more effectively than any other product on the market. It is widely used for its effectiveness in the treatment of **Anhydrosis, a condition suffered by 82.1% of diabetic patients, as reported by a study on diabetic foot care** (Litzelman et al 1997¹). Early treatment of cracked heels in diabetics can lead to a great reduction in complications, which if left untreated, can lead to amputation. Flexitol will remove hard skin without the need for filing.

Flexitol Heel Balm can be used in the treatment of dry, hard and cracked feet associated with diabetes. Anhydrosis is a very common problem in diabetic feet due to the bad peripheral circulation that leaves skin dry and flaky in appearance.²

A simple overview of how Flexitol Heel Balm can be used to treat Anhydrosis related to diabetes.





WHAT CAN HAPPEN DUE TO DIABETES?

Anhydrosis is commonly seen on the lower extremities in association with diabetes. It may be particularly evident in the eccrine glands which may lead to impairment in sweat production and subsequent dry, Anhydrotic (red, cracked or itchy) and fragile skin, which may then crack or fissure, promoting invasion by pathogenic microbes.

The corneodesmosomes within the stratum corneum must be degraded for desquamation to occur. This process is controlled by the amount of available water within the stratum corneum. Any disturbance to the process of desquamation causing an increase in TEWL will reduce the efficacy of the skin to function as a barrier leaving it anhydrotic in appearance.

HOW FLEXITOL CAN BE USED TO TREAT THIS

It is assumed that by maintaining the skin in a maximally hydrated condition, it is possible to maintain the skin's flexibility, prevent the development of fissuring and ensure that the integrity of the skin's barrier to infection is not broken. So the treatment of Anhydrosis should be aimed at the restoration of the epidermal water balance. In order to achieve this, Flexitol contains 25% Urea, a physiological substance which is widely distributed within human tissue as well as being a major constituent of the skin's natural moisturising factor.

As a humectant, Urea improves the degree of hydration in the skin by increasing the water uptake from the dermis level of the skin and enhances the stratum corneum water binding capacity. Additionally, Urea has been reported to reduce/ prevent TEWL by providing a barrier and increasing skin capacitance.

WHY IS FOOT CARE ESSENTIAL IN DIABETIC PATIENTS

The presence of Anhydrosis increases the risk of complications such as infection, cellulitis and ulceration; the skin may fissure, ulcerate become infected and the affected limb may ultimately require amputation. Few studies have been conducted in relation to quality of life issues in diabetic sufferers. However, diabetic foot ulcers are a considerable cause of increased morbidity and mortality rates. It is widely acknowledged that suffering from a leg ulcer can have a major impact on daily living and quality of life:

- sleep disturbances
- problems relating to wound characteristics such as pain, wound size and wound duration
- limitations in mobility
- feelings of anxiety, fear, anger
- isolation through disruption of daily and social activities
- increased levels of depression
- decreased quality of life



A STUDY TO COMPARE THE EFFICACY OF THE USE OF 10% UREA CREAM AND 25% UREA CREAM ON THE CONTROL OF ANHYDROSIS IN THE DIABETIC FOOT

- Double blind

- 30 outpatients with evidence of bilateral Anhydrosis
- One application per day during 6 weeks
- Findings: from the results, it was concluded that the cream containing 25% Urea increased skin hydration significantly more than the 10%

HOW FLEXITOL HEEL BALM WORKS

General	Employs 3 separate and specific actions for optimum results:
Urea	The high concentration of Urea removes dead skin cells, thus enhancing accessibility to the underlying skin to allow the other actions to take place.
Emollients	Flexitol Heel Balm initially sticks to the skin (thus the texture of the product) once the Urea has penetrated the hard layer of skin, emollients penetrate the underlying skin creating lasting softness and smoothness. Therefore, Urea and emollients work together for maximum effect.
Occlusive properties	Sticks to the skin, works like a barrier, keeps emollients in and keeps cream on site of application, thus, emollients need occlusive properties.
Conclusion	The scientific study above suggests that emollient cream with less than 25% Urea is not as effective as Flexitol. It is our experience that without Flexitol's specially selected ingredients and tacky texture, other 25% Urea creams may not be as effective as Flexitol.
Uses	<ul style="list-style-type: none"> • For the treatment of Anhydrosis associated with diabetes. Flexitol can improve the degree of hydration by increasing the water uptake from the dermis level of the skin and reduce Trans-Epidermal Water Loss. • For the prevention and treatment of hard, dry, rough and cracked heels and thickened skin. • For treatment and preventative therapy in between pedicures. With daily use it keeps feet soft, smooth and supple. • For preventing blisters and friction on hard areas of the feet.



Flexitol for Very Dry, Cracked Skin

HEEL BALM

No.1 Heel Balm in Australia, UK and North America for use on, rough, dry and cracked feet. Effective treatment for rough, cracked heels and severely dry soles and feet. Visible improvements in just two weeks.

FLEXITOL HAND BALM

Flexitol Hand Balm for Very Dry Skin contains 10% Urea and Vitamin E in a rich moisturising base. It softens and cares for everyday dry skin. The drier the skin the more effective Flexitol Hand Balm is. Suitable for patches of very dry, cracked skin on the hands, it can be used on other problem areas especially the knees and elbows. The product is very concentrated and so, unlike many other moisturizing creams, very little is needed in each application.

FLEXITOL DEEP COOLING GEL

New Flexitol Deep Cooling Gel rapidly cools and soothes hot, tired and tingling feet. It is specially formulated with tea tree and menthol to revitalize and invigorate. The Gel is massaged into the foot, is allowed to absorb, then should be wiped clean with a cloth or paper towel. It can be used as often as necessary, and most importantly, Deep Cooling Gel provides temporary relief to the hot tingling sensation experienced by diabetic patients who suffer from peripheral neuropathy.

**1 Litzelman D. K., Marriot D. J., Vinicor F., 1997 'Independent Physiological Predictors of Foot Lesions in Subjects with NIDDM'. Diabetes Care 20 8. pp73-78.*

**2 Baird S.A., Skinner C.M., Trail S., Frankis J.S., 2002, 'A study to compare the efficacy of the use of 10% Urea cream and 25% Urea cream on the control of Anhydrosis in the diabetic foot', Glasgow Caledonian University, Glasgow. See information on back to obtain a complete copy of this study*

PRODUCTS BY: Laderma Pty Ltd., www.flexitol.com

**For additional inquiries or to receive sample sachets of Flexitol products,
please contact:**

Farleyco Marketing: 1-800-257-8694