



500 ml

200 ml

E45 Moisturising Lotion

A light formulation that is clinically proven to reduce redness, roughness, scaling and flaking caused by dry, sensitive skin in just 2 weeks¹⁸

- 24-hour moisturisation¹⁸
- Formulated with occlusive ingredients, Petrolatum, Paraffinum Liquidum, Lanolin and Glyceryl Stearate to keep skin soft, supple, and moisturised¹⁸
- Use all over the body, face and hands as often as required¹⁸
- Gentle formulation for daily use even on sensitive skin¹⁸
- Suitable for the whole family, including babies over 3 months¹⁸



200 ml

E45 Junior Moisturising Lotion

Daily care for children prone to dry and sensitive skin¹⁹

- Gently soothes, softens and relieves dry and sensitive skin¹⁹
- For daily use all over the body to keep the skin feeling soft, supple and moisturised¹⁹
- Dermatologically tested; perfume free¹⁹



200 ml

400 ml

E45 Daily Lotion

E45's trusted formula in a fast-absorbing daily lotion for quick application, that leaves the skin hydrated²⁰

- Effective hydration for dry and sensitive skin²⁰
- No added colours or fragrances²⁰
- Dermatologically tested²⁰



200 ml

400 ml

E45 Rich 24 HR Lotion

Provides deep moisturisation that lasts throughout the day²¹

- Formulated with Evening Primrose Oil known for its skin nourishing properties that help to lock and retain moisture within the skin²¹
- Fast absorbing²¹
- Suitable for dry and sensitive skin²¹
- No added colours or fragrances²¹
- Dermatologically tested²¹



E45 Cream has dry skin conditions covered¹



References: 1. E45 Cream professional information, May 1987. 2. Katbil OS, Dlova NC, Chateau AV, et al. The prevalence of paediatric skin conditions at a dermatology clinic in KwaZulu-Natal Province over a 3-month period. *S Afr J Child Health* 2016;10(2):121-125. DOI:10.7196/SAJCH.2016v10i02.985. 3. Dlova NC, Chateau A, Khoza N, et al. Prevalence of skin diseases treated at public referral hospitals in KwaZulu-Natal, South Africa. *Br J Dermatol* 2018;178:e1-e2. DOI: 10.1111/bjd.15534. 4. Hartshorne ST. Dermatological disorders in Johannesburg, South Africa. *Clin Exp Dermatol* 2003;28(6):661-5. DOI:10.1046/j.1365-2230.2003.01417.x. 5. Wollenberg A, Christen-Zach S, Taieb A, et al. for the European Task Force on Atopic Dermatitis/EADV Eczema Task Force. EADV/EADV Eczema task force 2020 position paper on diagnosis and treatment of atopic dermatitis in adults and children. *J Eur Acad Dermatol Venereol* 2020. DOI: 10.1111/jdv.16892. 6. Moncrieff G, Cork M, Lawton S, et al. Use of emollients in dry-skin conditions: consensus statement. *Clin Exp Dermatol* 2013;38(3):231-238. <https://doi.org/10.1111/ced.12104>. 7. Guenther L, Lynde CW, Andriessen A, et al. Pathway to Dry Skin Prevention and Treatment. *J Cutan Med Surg* 2011;15(0). DOI:10.2310/7750.2011.10104. 8. National Eczema Association. What is Eczema [online] [cited 18 January 2023]; Available from: <https://nationaleczema.org/eczema/>. 9. Ruenger TM. Contact Dermatitis. In: Merck Manual Consumer Version [online] September 2022 [cited 18 January 2023]; Available from URL: <https://www.merckmanuals.com/home/skin-disorders/itching-and-dermatitis/contact-dermatitis#top>. 10. Van Hees C, Naafs B. Common Skin Diseases in Africa. An illustrated guide [online] [cited 18 January 2023]; Available from URL: https://plan-gat/images/pdf/Common_skin_diseases_in_Africa_ver2017.pdf. 11. Raboobe N, Aboobaker J, Jordaan HF, et al. Working Group of the Dermatological Society of South Africa. Guideline on the management of psoriasis in South Africa. *S Afr Med J* 2010;100(4):255-282. 12. Dinulos JGH. Ichthyosis. In: Merck Manual Consumer Version [online] September 2022 [cited 18 January 2023]; Available from URL: <https://www.merckmanuals.com/home/skin-disorders/cornification-disorders/ichthyosis?query=dry%20skin%20ichthyosis#>. 13. Mayo Clinic. Itchy skin (pruritus) [online] [cited 18 January 2023]; Available from URL: <https://www.mayoclinic.org/diseases-conditions/itchy-skin/symptoms-causes/syc-20355006>. 14. Weisshaar E, Dalgard F. Epidemiology of Itch: Adding to the Burden of Skin Morbidity. *Acta Derm Venereol* 2008;89:339-350. doi: 10.2340/00015555-0662. 15. National Eczema Society. Itching and scratching. How to control eczema-related itching [Booklet] [online] [cited 18 January 2023]; Available from: <https://eczema.org/wp-content/uploads/itching-and-scratching-booklet-2021.pdf>. 16. Cork MJ, Britton J, Butler L, et al. Comparison of parent knowledge, therapy utilization and severity of atopic eczema before and after explanation and demonstration of topical therapies by a specialist dermatology nurse. *Br J Dermatol* 2003;149:582-589. 17. Mason JM, Carr J, Buckley C, et al. Improved emollient use reduces atopic eczema symptoms and is cost neutral in infants: before-and-after evaluation of a multifaceted educational support programme. *BMC Dermatol* 2013;13:7. <http://www.biomedcentral.com/1471-5945/13/7>. 18. E45 Moisturising Lotion Product Labelling Summary, August 2022. 19. E45 Junior Moisturising Lotion Product Labelling Summary, August 2022. 20. E45 Daily Lotion Product Labelling Summary, August 2022. 21. E45 Rich 24 HR Lotion Product Labelling Summary, August 2022.

An emollient for use in a wide range of dry skin conditions¹

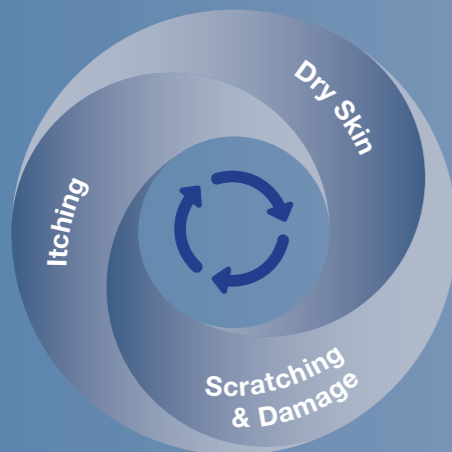
Dry skin conditions are common, and may affect up to 60 % of South Africans²⁻⁴

Emollients are a mainstay treatment for dry skin conditions^{5,6}

Dry skin condition	What are the signs and symptoms?	Who is affected?
Dry, flaky skin	<ul style="list-style-type: none"> Scaly, itchy skin with cracks and “crazy paving” appearance⁷ 	<ul style="list-style-type: none"> Can affect anyone⁷ ~ 75 % of people ≥ 64 years have dry skin⁷
Atopic eczema	<ul style="list-style-type: none"> Itching, dryness, inflamed and discoloured skin, rough, leathery or scaly patches, oozing or crusting, areas of swelling⁸ 	<ul style="list-style-type: none"> Can affect up to 60 % of children² Can begin during childhood, adolescence or adulthood⁸
Contact dermatitis	<ul style="list-style-type: none"> Itchy and/or painful rash, redness, blisters, crusting and scaling^{9,10} 	<ul style="list-style-type: none"> Contact with potential irritants such as dyes, oils, preservatives, bleach, soap, hair-chemicals, fertilisers, nickel, or betadine¹⁰
Plaque psoriasis	<ul style="list-style-type: none"> Sharply demarcated patches of reddish skin with a silvery scale^{10,11} 	<ul style="list-style-type: none"> Plaque psoriasis account for 80 - 90 % of cases¹¹ Triggered by some medication, stress, smoking, alcohol, skin infection or trauma¹¹
Ichthyosis	<ul style="list-style-type: none"> A form of severe dry skin which appear as flaky, dry, rough patches¹² 	<ul style="list-style-type: none"> May be inherited (most common form)¹² May develop due to disorders such as an underactive thyroid gland, or due to some medications¹²
Itchy skin (pruritus)	<ul style="list-style-type: none"> An irritating sensation that makes you want to scratch; often due to dry skin¹³ 	<ul style="list-style-type: none"> Itch is the most common symptom in skin conditions¹⁴ Common in older adults¹³

The itch-scratch cycle

Itching results in the urge to scratch, which can trigger more itching which results in damaging the skin¹⁵



Adapted from the National Eczema Society¹⁵

Some tips for managing itch¹⁵

- ➡ Use an emollient as a soap substitute to wash with
- ➡ Apply a cold compress
- ➡ Understand and avoid itch triggers
- ➡ Pinch and pat instead of scratching
- ➡ Wear soft, breathable clothing next to the skin
- ➡ Moisturise frequently throughout the day with emollient cream

Intervention with an emollient such as E45 Cream may help reduce eczema symptom severity by up to 89 %^{†16,17}

Applying emollients such as E45 Cream 2 to 3 times daily offers benefits beyond hydration^{6,16,17}

- Can reduce the frequency of flares⁶
- May reduce the need for additional flare-up treatments^{6,17}
- Improves quality-of-life, e.g., improves sleep quality^{6,17}
- Significantly reduced symptom severity and number of nights with sleep disruption by almost half in children with eczema (p=0.001 for all)¹⁷

Triple active E45 Cream moisturises and relieves a wide range of dry skin conditions, including eczema:¹

Indicated for conditions where a moisturising cream is beneficial, including:¹

- Ichthyosis
- Traumatic dermatitis (especially “housewives’ dermatitis”)
- Dry stage of eczema
- Some cases of psoriasis
- Excellent as supportive treatment in burns at varying degrees, particularly where joints are involved, and movement is impaired by dryness and cracking¹

As an emollient, it helps to restore the skin’s protective barrier and prevents further damage to the skin barrier⁶

- Helps to soften rough, hard skin¹

Combines triple action of white soft paraffin, light liquid paraffin and anhydrous lanolin (wool fat)¹

- Apply as frequently as needed¹
- Suitable for the whole family¹



^{†1} children with atopic eczema attending a paediatric clinic were followed up for 1 year to determine the effect of education and demonstration on topical therapy utilisation. Main change in therapy was an 800 % increase in use of emollient cream/ointment.¹⁶