



Breaking the Itch-Scratch Cycle

A proactive treatment for the best possible outcome



Pediacycyn™

Advanced Atopic Dermatitis Management
with Microcyn® Technology

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.

Although the symptoms may vary from person to person, itching is one of the most important side effect of Atopic Dermatitis (eczema), which has a significant impact on patient’s daily practice and quality of life. Besides the itching sensation, symptoms like inflammations, dry- and red skin are mostly seen. When the disease affects a child, parents are seeking for the right treatment and investigate various routes to find the most effective option for their child. A long and difficult road to take. When a child has atopic dermatitis, the entire family may be affected. It is therefore very important to cope as a family with the stress and frustration associated with this disease as it will be extremely difficult for a child to withstand the tendency of scratching and rubbing the skin.

Unfortunately there is no known general solution to cure Atopic Dermatitis. The path a dermatologist will follow, is to control the condition so the skin looks and feels normal.

In order to do so, he has a wide range of options available like medication, topical creams, emollients and treatments with light. It will be a challenge to find the right choice for every patient. The good news is that there is a lot of ongoing research with very good alternative treatments.



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.

The term Atopy is used when the syndrome includes three conditions in one individual at the same time.

- Atopic Dermatitis
- Inhalant Allergies
- Asthma

Therefore patients with Atopic Dermatitis often suffer from allergies, hay fever and asthma.





The Itch-Scratch Cycle?

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 is actually giving 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 and stimulates itching,.....

This is called: “The Itch-Scratch Cycle”

The more the patient scratches, the more itch becomes predominant. It is unavoidable the skin will get damaged at a certain point. Once this has happened, a route for bacteria becomes available to settle in the skin and cause inflammations.

Inflammatory dermatoses/
atopic dermatitis/ eczema.
Patient begins to itch



Patient scratches
skin for relief

inflammation occurs,
leading to further
urge to scratch

skin barrier becomes
compromised and susceptible
to infection

The primary goal of a physician is to suppress the side effects to the skin and break the “Itch-Scratch Cycle”

Pediacyc™ 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. It may be advised to every treatment for Atopic Dermatitis.



The power of Pediacyn™

Sonoma Pharmaceuticals has developed a silicone-based Pediacyn™ Atopic Dermatitis Management Hydrogel, formulated with the patented Microcyn® Technology which has a significant advantage in the management of Atopic Dermatitis during the dry and wet phase.



The essential 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 as part of our innate immune system. Microcyn® 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.

The benefits of the mechanical mode of action are:

- Prophylactic anti-Inflammatory and anti-microbial properties
- Improvement of skin vascularity by increased capillary perfusion
- No waste disposal after usage/therefore safe to the environment
- Safe to use around mouth, eyes and nose
- pH neutral
- Non irritating
- Non-toxic



Clinically proven to help reduce the dryness, itching and redness associated with Atopic Dermatitis, PEDIACYN™ helps softening and moisturizing the skin.

Atopic Dermatitis Management

- Pediacyn™ can be used during dry and wet phases of Atopic Dermatitis
- Pediacyn™ can be used for a long period of time without causing side effects
- Pediacyn™ can be used at all ages
- Clinically proven to help reduce the inflammation and redness
- Relieves Atopic Dermatitis-associated itch sensations
- Safe to be used on face, around eyes and mouth
- Ideal to combine with personal preferred moisturizer

To break the “Itch-Scratch Cycle”

The more the patient scratches, the more itch becomes predominant. It is unavoidable the skin will get damaged at a certain point. Once this has happened, a route for bacteria becomes available to settle in the skin and cause inflammations.



Photographic Results of Pediacyn™ Hydrogel Treatment



Initial Visit

Initial visit of a patient suffering from Atopic Dermatitis marks on her right arm



Week 1

Appearance after 1 week of treatment with Pediacyn™



Week 2

Appearance after 2 weeks of treatment with Pediacyn™

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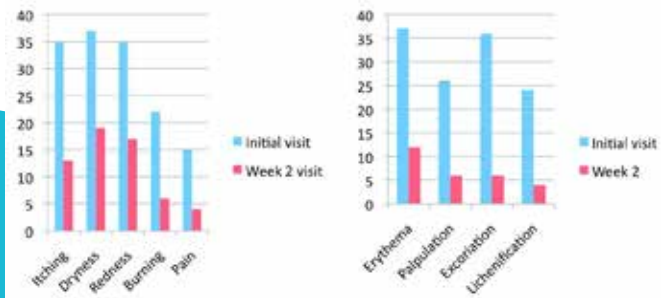
Healing the skin and keeping it healthy are of primary importance both in preventing further damage and enhancing the patient's Quality Of Life.

A clinical pilot study, performed by Dr. R. Smith, among 15 patients with mild to moderate Atopic Dermatitis, the treatment of PEDIACYN™ in combination with an emollient was investigated. The outcome of this pilot study was:

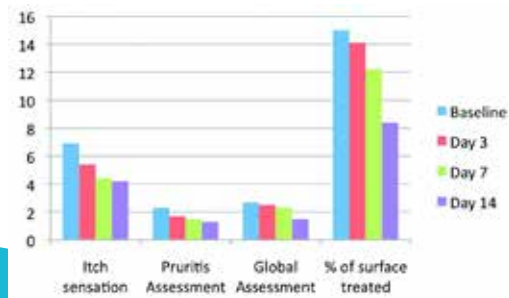
Reduction in itch, pain, dryness, redness by 50% or more and over 60% reduction in symptoms of AD, - i.e. induration, excoriation, erythema and lichenification (a thick, leathery skin, usually the result of constant scratching and rubbing).

In a 14-day pilot study of 17 adults with mild to moderate atopic dermatitis with associated pruritus treated with PEDIACYN™, 82% of study subjects reported itch relief by day 3 and 76% experienced improvement in investigator assessment by day 14.

Study outcomes:



Results of the Pilot study on Itch sensation



Instructions for Use

Pediacyn™ is easy to use and extremely comfortable

Besides the guidelines set by your health care provider, the following directions needs to be followed.

Pediacyn™ is ready for use with no mixing or dilution required

1. Clean the affected area
2. Let the skin dry. Do not rub with a towel
3. Cover the affected area with a thin layer of Pediacyn™ and gently rub until it is evenly distributed
4. Apply your preferred moisturizer once Pediacyn™ is absorbed
5. Repeat 3 times daily

Pediacyn™ can be used in combination with moisturizing crèmes.

Available sizes and Product codes

Product name	Product code	Product description
Pediacyn™	47213-E1	45 g / 24 bottles per box (individual packed)



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