

BUSINESS TO BUSINESS INFORMATION



Eczema and psoriasis series Dead Sea Magnesium

Designed to treat and relieve symptoms
of eczema and psoriasis.
For treatment of dry and scaly skin and neurodermatitis.



Lucovital® is a registered trademark and is produced under licence from PK

 **Peters Krizman AG**
Schweizergasse 20,
CH-8001 Zürich, Switzerland

Visit us at www.peterskrizman.com



Dead Sea Magnesium

In the Netherlands alone 2 million people are affected by a skin disease. Mostly it is not considered to be a disease but more like a condition. Psoriasis and atopic dermatitis represent the most common skin diseases found in the entire population. Symptoms are itching, redness, scaling and enduring dry skin.

What causes dry and scaly skin, neurodermatitis, eczema and psoriasis?

The skin is a complex multi-function organ, with an unique capacity to heal. The structure of the epidermis is often likened to a brick wall structure; the bricks being the skin cells and the natural oils in the skin, the cement. When intact, the skin physically prevents the penetration of pathogens and allergens through its surface, thus protecting from infection and allergy. These effective barrier properties also help to ensure that water is held in the skin. People with dry and scaly skin, neurodermatitis, eczema and psoriasis have an increased skin permeability (due to loss of barrier function), reduction in natural moisturizing factors and an increase in skin pH (which leads to inflammation).

The solution

The Eczema and Psoriasis series are medical devices designed to treat psoriasis and atopic dermatitis and relieves the symptoms that accompany these diseases: itching, redness, scaling and enduring dry skin. Eczema and Psoriasis series is a line of skin care products which work complementary.

Active ingredients

Dead Sea salt is famous for years for its miraculous curative properties. Dead Sea salt contains 21 minerals, of which 12 have not been found in other seas. These minerals help to relieve itching and irritation caused by skin diseases like eczema and psoriasis. Dead Sea Salt has moisturizing properties thanks to its high magnesium content, which enhances the ability of the skin to retain water. Magnesium chloride and magnesium bromide inhibit the excessive proliferation of psoriatic keratinocytes. Another ingredient is urea. Urea inhibits transepidermal water loss and in humid conditions it also helps the stratum corneum to absorb water from the external environment. Urea is naturally present in healthy skin. It is one of three natural moisturizing factors in the outer horny layer of the skin.

Claims

Intensive cream and Body lotion

- For the treatment of extreme dry skin in case of neurodermatitis, eczema and psoriasis
- To restore the disturbed barrier function of the skin
- Antipruritic
- Calms inflamed skin
- Highly moisturizing

Shower wash gel

- For mild cleansing of the skin
- For maintaining the moisture skin barrier in case of psoriasis and dermatitis
- Antipruritic
- Moisturizing

Shampoo

- For mild cleansing and regeneration of the scaly and irritated scalp, in case of psoriasis and dermatitis
- Antipruritic

Mechanism of action

Dead Sea minerals, magnesium and urea have moisturizing properties. They are absorbed into delipidized stratum corneum, decrease transepidermal water loss (TEWL), accelerate barrier recovery and prevent inflammation developing.

USP's

- Full line of skin care products designed to treat psoriasis and atopic dermatitis
- High of minerals, which help to relieve itching and irritation
- Contains 28% Dead Sea magnesium



New! Full line skin care products.
Designed to treat and relieve symptoms
of eczema and psoriasis



Product information:

Lucovital®
Eczema and Psoriasis
Intensive cream

- Outer box
- Instructions for use
- 1 tube Intensive cream 50 ml

Lucovital®
Eczema and Psoriasis
Intensive cream mask

- Outer box
- Instructions for use
- 1 tube Intensive cream mask 50 ml

Lucovital®
Eczema and Psoriasis
Shampoo

- 1 flask with Shampoo 200 ml

Lucovital®
Eczema and Psoriasis
Body lotion

- 1 flask with Body lotion 200 ml

Lucovital®
Eczema and Psoriasis
Shower wash gel

- 1 tube Shower wash gel 200 ml