

Atopic Dermatitis Management

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

To break the Itch-Scratch Cycle

- Pediacyc™ Atopic Dermatitis Hydrogel is indicated as an adjuvant in the wound healing process with wounds that can only heal by secondary intention in maturation phase.
- Pediacyc™ is indicated for the care of lesions associated with Atopic Dermatitis. Pediacyc™ assists with moistening while forming a protective barrier against physical, chemical and microbial invasion of the Atopic Dermatitis lesions.

Photographic Results of Pediacyc™ 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 Pediacyc™



Week 2

Appearance after 2 weeks of treatment with Pediacyc™

Instructions for Use

Pediacyc™ is easy to use and extremely comfortable

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

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

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

Pediacyc™ can be used in combination with moisturizing crèmes.

No special handling is required. Please Store at room temperature and keep out of direct sun light or extreme cold/freezing.

Available sizes and Product codes

Product name	Product code	Product description
Pediacyc™	47213-00	45g / 24 bottles per box (individual packed)

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



RELIEVE the ITCH, TREAT the SKIN ...
with PEDIACYN™

NEW

Advanced
Atopic Dermatitis
Management

BREAKING

**THE ITCH-SCRATCH
Cycle**



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Pediacyc™

Advanced Atopic Dermatitis Management
with Microcyn® Technology

A proactive treatment for the best possible outcome

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). This 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. Therefore the path a dermatologist will follow, is to control the condition so the skin looks and feels normal.

In order to do so, he/she 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 (propensity to allergic reaction) is used when the syndrome includes three conditions in one individual at the same time.

Chronic Dermatitis

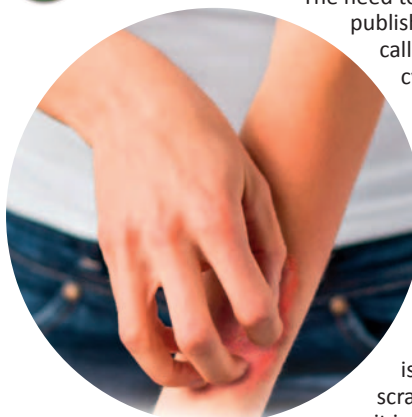
Inhalant Allergies

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 which stimulates itching ...

This is called:

“The Itch-Scratch Cycle”

More scratching creates more itching. Therefore it is unavoidable the skin will be damaged at a certain point.

Once this has happened a route for bacteria becomes available, to settle inside the skin and causes inflammations.



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 **Pediacyc™**

Oculus Innovative Sciences has developed a silicone-based Pediacyc™ 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.



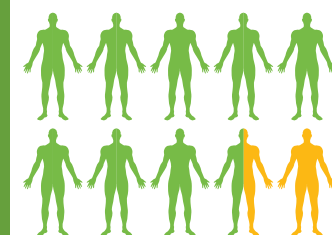
The essential components of Pediacyc™ are Hypochlorous Acid (HOCL) and Sodium Hypochlorite (NaOCL). These ingredients, present in very low quantities, are naturally produced as a defensive agent as part of our innate immune system. Microcyn® Technology has been used for many years to treat various acute 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
- Itch relieve
- Steroid Free
- Safe to use around mouth, eyes and nose
- pH neutral
- Non irritating
- Non-toxic



50%
reported Itch relieve
at DAY 1¹



85%
reported Itch relieve
at DAY 3¹

Reference: 'Draelos Z, Cash K. Evaluation of a gel formulation of hypochlorous acid and sodium hypochlorite to reduce pruritus in mild to moderate atopic dermatitis. Poster presented at: Winter Clinical Dermatology Conference; January 2012; Maui, HI.