

TOP 10 USES BY Physicians

Dermatology, Pediatric, Family, Podiatry, Allergy, OB-GYN, Neonatology, Oncology

Recommendations are based on feedback from a survey of 10,000 Dermatologists, Pediatricians, Allergists, Neonatologists, Ob-Gyns, and Estheticians in the U.S. Survey respondents rated these Proteque features/benefits as MOST IMPORTANT: (1) Relief of Symptoms, (2) Non-steroid, (3) Long-lasting (water-resistant, only 1-2 times per day), (4) Affordable, (5) Protects from irritants and allergens and (6) Controlled Clinical Studies. Over 95% of Physicians surveyed rated Proteque's Efficacy as "Positive" -- average rating = 1.5 on scale of 1-5 (1 Highest). Pediatricians and Family Practitioners used Proteque primarily face, body, hands, diaper area. Podiatrists used it for the feet. Dermatologists used it for hands (50%) and body (40%) and face/feet (10%). Allergists used it for children with allergies/eczema, on the body and face. Proteque was originally launched in Oct. 1998 to Dermatologists for hand dermatitis sufferers such as nurses, surgeons, doctors, hair dressers, factory workers, artists, which is still a major use.

THERAPEUTIC / CLINICAL USES

1. STEROID-FREE APPROACH to manage & prevent itchy red skin for children (all ages) and adults with Eczema symptoms

Proteque is recommended by pediatricians, GPs, FPs and dermatologists for children, babies (all ages), and adults suffering with eczema like symptoms on the face, body, diaper area, hands and feet. Stops itch, reduces erythema (redness of skin), kills Staph. Aureus and E. Coli, prevents/avoids rebound, and protects against irritants and allergens. Physicians recommend Proteque without or in combination with low potency steroid products. Proteque is clinically proven effective, safe and provides multiple benefits:

- **ANTIMICROBIAL** (Ciba Irgasan DP300[®]) kills Staph. Aureus and E. Coli typically found colonized on skin of eczema patients and diaper dermatitis patients, respectively).
- **PROTECTANT** (Dimethicone) reduces TEWL and blocks allergens/irritants.
- **NATURAL BOTANICALS RELIEF** (Lonicera Japonica, Aloe Vera, Vitamin E) reduce inflammation and prevents UVB damage.
- Once the condition is under control, Proteque is used once a day for ongoing maintenance and preventing eczema and dermatitis, without steroids. Non-irritant natural preservatives only.

2. DERMATITIS -- Provide relief and prevents symptoms including ITCHY, red, dry, inflamed, scaly, cracked, painful skin on the face, body, hands and feet. Helps manage and prevent dermatitis symptoms. Uses: perioral (around the mouth or on the lips), face, eyelids, hands, nail bed, feet, legs, breasts, diaper areas.

3. PEDIATRIC (PERIORAL, DIAPER, etc.)

-- Relieve and prevent these common skin problems, safely with only once or twice a day applications. Used by Neonatologists for variety of newborn skin conditions.

4. ACNE PATIENTS on oral Accutane[®] or other acne medications who develop red dry scaly cracking skin symptoms or photo sensitivity (as side effects) on face, body or hands during therapy period. Especially appealing to teens or young adults suffering physically and emotionally.

5. ROSACEA sufferers (face) -- Reported relief of redness and breakout symptoms reported for rosacea patients by Dermatologist Dr. Mark Rubin at the Lasky Skin Center, Beverly Hills, CA.

6. Breast Cancer and other Cancer patients with radiation burns and chemotherapy drug side effects such as hand and foot syndrome (Xeloda[®]).

7. SUNBURNS/UV Treatment Burns -- Apply to Sunburns, UV Light, radiation or first degree burns for pain relief and to reduced moisture loss. Water-resistant. The dimethicone acts as a silicone protectant that reduces transepidermal water loss, while the botanical therapeutic ingredients provide relief for hours. See clinical study on UV protection by Dr. Monteiro.

8. DIABETICS with skin irritations, cracked, inflamed or dry skin conditions, usually on feet or hands, which can lead to other serious health problems seen by podiatrists and FPs.

ESTHETICIAN/COSMETIC DERMATOLOGY USES

9. RAZOR BURN and RASH -- Used by both women and men, after shaving face, legs head, pubic areas, body.

10. COSMETIC SKIN SURGERY PROCEDURES by Cosmetic Dermatologists and Estheticians -- Post Glycolic Acid Peels for patients to relieve the redness, erythema, pain following treatment; Used under make-up to prevent cosmetic dermatitis. **Post-laser surgery; Hair removal** procedures including waxing, laser, electrolysis and epilating face, legs, underarms, legs, and bikini area.