Caring for skin of all ages

Valuable offer inside...
If your skin is dry, intensely itchy, red, and burns, you may have a condition called atopic dermatitis (AD). You may also have questions about what it is, what causes it, and most importantly, what you can do to take care of it.

By learning more about this condition you may be able to find the protection, relief, and repair your skin needs to look and feel healthy again.

What is AD?

AD is the medical name for a very common skin condition more commonly called eczema. This is a chronic—or long-lasting—condition that tends to flare up and then go away for a while before coming back again.

What are the symptoms of atopic dermatitis?

The most common symptom of AD is very itchy skin. In addition, the skin tends to be very dry, and patches of red, swollen, and even drier skin develop. These patches may even become cracked, crusty, and scaly.
When did I get AD?

AD usually makes its first appearance in babies. It may clear up then come back from time to time through adulthood. It’s not common for AD to occur for the first time in adults, but it can happen.

What causes AD?

While no one really knows how or why some people get AD and others don’t, it’s believed that AD runs in families, meaning that you may have inherited it from one of your parents.

The factors that may trigger a flare, or temporary worsening, are better understood. A trigger is not the same as a cause. Rather, it’s something that can make the signs and symptoms occur or make a flare worse.

What parts of my body may be affected by atopic dermatitis?

Atopic dermatitis tends to affect:
- The face
- Inside the elbows
- Behind the knees
- On the hands
- Feet
Substances that irritate the skin:

- Chemical irritants (chlorine)
- Alcohol or astringents
- Cosmetics and perfumes
- Harsh soaps, detergents, and household cleaners
- Rough, scratchy fabrics
- Having another condition:
  - Colds or flu
  - Bacterial infections
  - An allergic reaction to molds, pollen or pet dander
- Stress
- The weather (climate):
  - Being in too much humidity (fact: sweating and then becoming chilled such as when coming into an air conditioned room may trigger a flare)
  - Being in dry, cold air
- Prolonged exposure to water
  - Taking long, hot showers or baths
**What can I do to relieve the symptoms of AD?**

Fortunately, there’s a lot you can do to reduce the symptoms of AD and the associated frequency and severity of flares.

While treatment decisions should be made by your healthcare provider, here is a brief overview of possible treatment options:

- **Oral antihistamines** may be used to relieve the symptoms of itching and burning. The most common side effects are sedation and drowsiness.
- **Corticosteroid creams and ointments** may be used to reduce the redness and itching of the inflamed skin.
- **Keratolytics** may be used to soften the skin and aid the shedding of thick, dead skin.
- **Ultraviolet light therapy** (or phototherapy) may be used because the light has an anti-inflammatory effect on the cells of the skin. Unlike other treatments, this therapy must be performed at your healthcare provider’s office.

Another approach to caring for your skin involves the use of a class of treatments known as **protectives**, which create a barrier on your skin to physically block out external irritants.

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**Please turn the page for more information about a prescription protective barrier cream that may offer you the relief you’ve been looking for...**
What is Eletone Cream?
Eletone® Cream is a nonsteroidal barrier treatment that is designed to protect and repair skin affected by atopic dermatitis.

How does Eletone Cream work?
Eletone Cream protects and repairs the skin using a unique delivery system called Hydrolipid Technology. Through this technology, Eletone Cream soothes the skin with an emulsion made of a high concentration of fats (lipids) in a small concentration of water (hydro), creating an external barrier against the substances and environment that may trigger an AD flare.

When should I use Eletone Cream?
Your healthcare provider will talk with you about a treatment plan that’s right for your AD. With Eletone Cream, you have an effective, safe, and nonirritating therapy that can be used during both the maintenance stage of AD and during flares.

- Maintenance stage: Eletone Cream can be used between flares as a way of continually moisturizing your skin—and possibly reducing how long your flares last
- Flare stage: Eletone Cream is the ideal companion to a topical corticosteroid to reduce the burning, itching, and redness associated with a flare

The benefits of Eletone Cream
- Eletone Cream is nongreasy and will not stain clothing
- It’s fragrance free
- It’s nonirritating and does not contain potentially harsh preservatives like propylene, glycol or lanolin
- It doesn’t contain ethanol and isopropyl alcohol, which are common skin irritants
INDICATIONS FOR USE: Eletone® Cream is indicated for the management and relief of burning, itching, and redness associated with various types of dermatoses, including atopic dermatitis, allergic contact dermatitis, and radiation dermatitis (post-radiation treatment).

Important Safety Information

CONTRAINDICATIONS: THIS PRODUCT SHOULD NOT BE USED DURING THE PERIOD OF TIME WHEN RADIATION TREATMENT IS OCCURRING BECAUSE OF THE INCREASED RISK OF SKIN TOXICITY WHEN RADIATING THROUGH PETROLATUM AND OIL. Eletone® Cream is contraindicated in patients with a known hypersensitivity to any of the components of the formulation.

PRECAUTIONS: Eletone® Cream is for external use only. Eletone® Cream does not contain a sunscreen and should always be used in conjunction with a sunscreen in sun exposed areas.

CAUTION: Rx only. Federal law restricts this device to sale by or on the order of a physician.

PLEASE SEE FOLLOWING PAGES FOR FULL PRESCRIBING INFORMATION.
Eletone® Cream
Nonsteroidal Dermatitis Therapy
with Hydrolipid Technology

Rx Only
For topical dermatological use only.

PRODUCT DESCRIPTION: Eletone® Cream is a non-steroidal, lipid-rich, fragrance free emulsion formulated with Hydrolipid Technology™ for the management and relief of burning, itching, and redness associated with various types of dermatoses. There are no restrictions on age or duration of use and the product has a low potential for irritation.

INDICATIONS FOR USE: Eletone® Cream is indicated for the management and relief of burning, itching, and redness associated with various types of dermatoses, including atopic dermatitis, allergic contact dermatitis, and radiation dermatitis (post-radiation treatment).

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**PRECAUTIONS:** Eletone® Cream is for external use only.

Eletone® Cream does not contain a sunscreen and should always be used in conjunction with a sunscreen in sun exposed areas.

**INSTRUCTIONS FOR USE:** Apply liberally to the affected areas three times daily or as needed. If skin is broken, cover Eletone® Cream with a dressing of choice.

**INGREDIENTS:** Eletone® Cream contains petrolatum, purified water, mineral oil, cetostearyl alcohol, ceteth-20, citric acid, sodium citrate, propylparaben, and butylparaben.

**HOW SUPPLIED:** Eletone® Cream is available in a 100 gram tube NHRIC 0178-0368-01.

Store at 25°C (77°F); excursions permitted to 15-30°C (59-86°F) [see USP Controlled Room Temperature].

**CAUTION:** Rx only. Federal law restricts this device to sale by or on the order of a physician.
Save on the cost of your ELETONE® prescriptions

Visit eletonecream.com to download your valuable Patient Savings Card

Pay no more than $20 for one fill.*
Maximum benefit of $100 for up to 12 benefits

*Subject to eligibility. Restrictions apply.

Ask your doctor about Eletone® Cream with Hydralipid Technology

Please see full Prescribing Information on page 8.