

Balmex®

ADULTADVANTAGE

CLINICALLY PROVEN TO REDUCE REDNESS IN ONE TREATMENT

Balmex® AdultAdvantage® gives you the proven treatment AND the technology to improve your patient care and outcomes.

CONTAINS ZINC OXIDE AND SKIN SHIELD TECHNOLOGY

The Balmex AdultAdvantage formula provides a protective barrier against wetness and protects against skin chafing with zinc oxide AND contains Skin Shield technology to break down digestive enzymes which irritate skin due to incontinence.

CONTAINS 3 PROVEN INGREDIENTS TO DELIVER FAST RELIEF

- ✓ **Zinc Oxide 11.3%** treats irritated skin and helps seal out wetness to protect against further rashes.
- ✓ **Exclusive Skin Shield technology** neutralizes skin-irritating enzymes.
- ✓ **Vitamin E** provides soothing relief and improves the healthy appearance of skin.



Product	Balmex AdultAdvantage Rash Cream (12oz)	Balmex AdultAdvantage Rash Cream (3oz)
Product UPC	00030103046001	00030103045004
Case UPC	30030103046002	30030103045005
Cardinal Health - Item#	5534813	5534821
AmerisourceBergen - Item#	872713	880688
Medline - Item#	EMO4600	EMO4500
McKesson - Item#	1507334	1507326
Case Pack	6	12
Item	D	2.12
Dimensions (DWH in IN)	W	2.10
	H	6.18

**Please provide your wholesaler with UPC to order.

Balmex[®]

ADULTADVANTAGE

Statistically Significant Clinical Trial Study Supports Balmex Formulation Claim of Fast Relief

A diaper rash clinical study* was recently conducted by the Consumer Product Testing Company to determine the efficacy, specifically speed of performance, of a commercially marketed test product in reducing diaper area redness. Further objectives were to determine speed of performance in reducing heat (calor), as a symptom of inflammation, and in improving skin barrier integrity of the diaper area skin, after use of the same commercially marketed test product.

Study Design:

A controlled usage, efficacy evaluation of a topical diaper rash treatment product which is available for commercial release was executed with evaluation three hours after a single application of the product, using expert visual grading and instrumental measurements.

Clinical Trial Highlights:

Subjects accepted into the study were visually assessed, clinically graded, and instrumental measurements and photographic images were taken prior to application of the test product. All data were entered onto individual Clinical Record Forms.

An expert grader examined and graded each subject per the following scales (half-point increments were used) with results recorded on the subject's clinical record form.

- ▶ Clinical Grading of Diaper Rash
- ▶ Area of Involvement
- ▶ Erythma/Redness Test-Site
- ▶ Instrumental Methods Metrics
 - ▶ Photography (Digital Imaging)
 - ▶ Skin Temperature
 - ▶ Colorimeter
 - ▶ Diffuse Reflectance Spectroscopy (DRS)
 - ▶ Transepidermal Water Loss

Clinical Study Results:

Under the conditions of this study, it was determined that statistically significant differences (improvement) in the visual evaluations: clinical grading, erythema/redness, and area of involvement after one application within three hours.

These findings indicate that Balmex AdultAdvantage can help reduce the effects of incontinence-associated dermatitis and prevent more serious complications.

Balmex AdultAdvantage Unique Formulation:

The Balmex AdultAdvantage formula provides a protective barrier against wetness and protects against skin chafing with zinc oxide AND contains Skin Shield technology to break down digestive enzymes which irritate skin due to incontinence.



Balmex AdultAdvantage is the best defense for incontinent residents.

*Diaper Rash Study Final Report. Consumer Product Testing Co.