Balmex **ADULT**ADVANTAGE

CLINICALLY PROVEN TO REDUCE REDNESS IN ONE TREATMENT

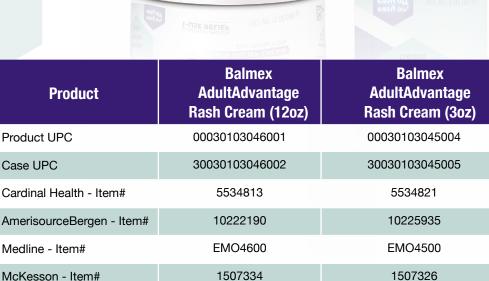
Balmex[®] AdultAdvantage[®] gives you the proven treatment AND the technology to improve your patient care and outcomes.

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.



6

3.63

3.63

BPROTECTED

1-USE RELIEF

SKIN RELIEF CREAM

NET WT 12 OZ (340 g)

(DWH in IN) н 3.25

**Please provide your wholesaler with UPC to order.

D

W

Case Pack

Dimensions

Item



balmexadult.com

12

2.12

2.10

6.18

CLINICALLY PROVEN

PROTECTED KIN RELIEF CREAM

> SHIELD ¢

> > NET WT 3 OZ (85 g)

neutralizes + plocks irritant:

protects

soothes heals

easy on easy of

Baimex. Adultadvantage



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 Spectroscpy (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.

Go to BalmexAdult.com to request a copy of our white paper.



Add Balmex® AdultAdvantage® to your facility today. Please contact D2 Consulting or call CrossingWell Consumer Health direct D2: info@d2rx.com · 636-537-7805 CrossingWell Consumer Health: Team@CrossingWell.com · 845-534-2197

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