

ZERO IN ON THE PERSON BEHIND THE CONDITION



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Zeroderma[®]
Experts in dry skin conditions

Zero in

on all the benefits

Zeroderma® offers a complete dry skin condition management solution to help make treatment more personalised

✓ Full range allows personalised approach

✓ Cost efficient, quality products

✓ UK's #1 prescription emollient company¹

✓ Proven patient satisfaction²⁻⁴

✓ Pump format in line with Nice guidance⁵

✓ Expert dermatology training & education

✓ Approved by the British Skin Foundation



**FREE PATIENT
EVALUATION
PRODUCTS**

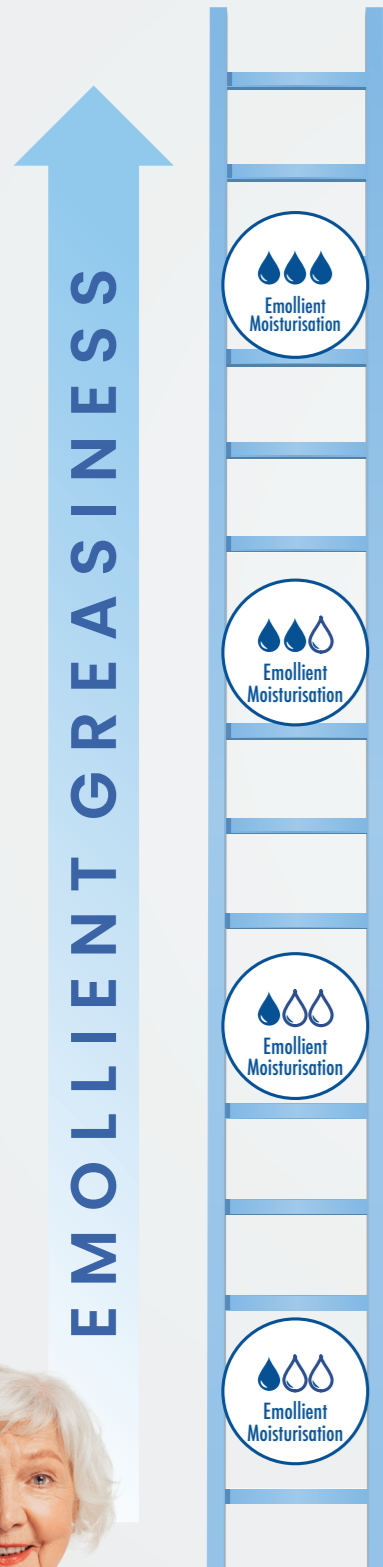


Scan > Request
> Receive in 7-10
working days

This information is intended for UK Healthcare Professionals only. Scanning the QR code will link you to our website which may contain promotional content.



Zeroderma emollient ladder



occlusive ointment

Zeroderm

Similar in formulation to:
Epaderm Ointment, Hydromol Ointment

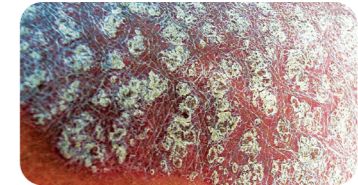
Sizes: 500g pump, 125g tub

Patient evaluation: 50g tub



RICH 3-IN-1 EMOLLIENT, SOAP & BATH ADDITIVE

A rich 3-in-1 emollient, bath additive and soap substitute for eczema, dry cases of psoriasis and other dry related skin conditions.



Example skin condition only. Not intended to replace clinical judgement

emollient gel with humectant

Zerodouble

Similar in formulation to:
Doublebase Gel

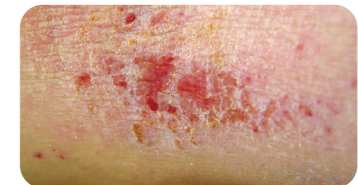
Sizes: 500g pump, 100g tube

Patient evaluation: 20g tube



SOFTENS. SMOOTHS. HYDRATES.

A highly moisturising emollient gel with a moisturising action to soften, smooth and rehydrate the skin.



Example skin condition only. Not intended to replace clinical judgement

emollient cream with humectant

Zeroveen

Similar in formulation to:
Aveeno Cream

Sizes: 500g pump, 100g tube

Patient evaluation: 30g tube



NATURAL OATMEAL. MOISTURISES. STRENGTHENS.

A moisturising cream and wash with natural oatmeal to hydrate dry skin conditions and strengthen the skin barrier.



Example skin condition only. Not intended to replace clinical judgement

emollient creams

Zerobase Zerocream

Similar in formulation to:
E45 Cream

Sizes: 500g pump, 50g tube

Patient evaluation: 30g tube



SOFTENS. MOISTURISES PROTECTS.

A moisturising and protective emollient cream to relieve the symptoms of red, inflamed, dry skin.



HYDRATION FOR DRY, FLAKING SKIN.

For the relief of symptoms of flaking, dry skin, ichthyosis, dermatitis, dry stage of eczema & dry cases of psoriasis.



Example skin condition only. Not intended to replace clinical judgement



Efficient pump dispensers



Pump format - inline with NICE clinical guidance⁵



Available in a choice of **4 emollients**



Made **entirely** from **recyclable plastics***
* Check local recycling policy



Minimises risk of bacterial contamination⁵



Ergonomic design easier for children and patients with dexterity issues



Less than 2% wastage to enhance medicine optimisation



Measured dose (4g) aids correct application



Tamper evident seal and lockable nozzle

Proven patient satisfaction²⁻⁴



psoriasis association

97% liked
Zerodouble[®] Gel
in a Psoriasis Association Survey²



ISG Ichthyosis Support Group

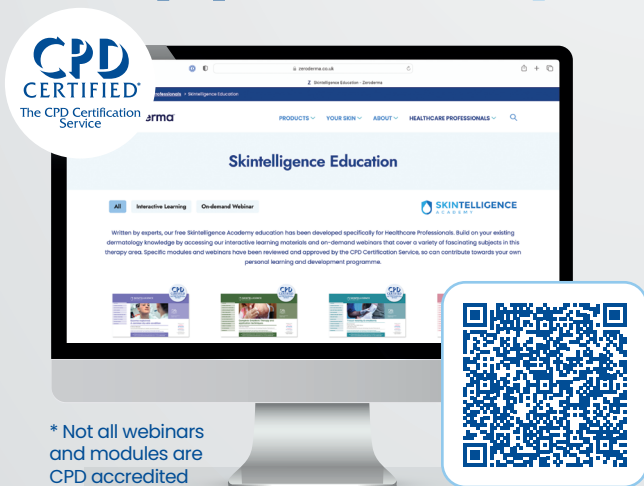
86% liked
Zerocream[®] Cream
in an Ichthyosis Support Group Survey³



psoriasis association

96% liked
Zeroveen[®] Cream
in a Psoriasis Association Survey⁴

Support for patients and HCPs



* Not all webinars and modules are CPD accredited



Patient guides and evaluation products



On-demand webinars



Interactive Learning Modules

Visit zeroderma.co.uk/hcp to access these resources!

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Zerobase Emollient Cream

Manufacturer: Thornton & Ross Ltd, Linthwaite, Huddersfield, HD7 5QH, UK. **Code # of Notified Body:** N/A. **Legal classification:** Class I. **Product name:** Zerobase Emollient Cream. **Ingredients:** Purified Water, Liquid Paraffin 11% w/w, White Soft Paraffin, Cetearyl Alcohol, Macrogol Cetearyl Ether, Sodium Dihydrogen Phosphate, Chlorocresol, Phosphoric Acid. **Indications:** Zerobase Emollient Cream softens, moisturises and protects the skin, providing symptomatic relief for red, inflamed or dry skin. If you have eczema, the cream can also be applied before a bath to stop the skin drying further. It can be used as an alternative to soap. **Adverse reactions:** Zerobase contains cetearyl alcohol and chlorocresol which may cause local skin reactions (e.g. contact dermatitis) or allergic reactions. Rarely, mild allergic reactions such as a skin rash may occur. If you notice any side effects; or your skin condition worsens, stop use and tell your doctor or pharmacist, they will tell you what to do. **Precautions:** For external use only. Do not use if you or your child have an allergy to any of the ingredients listed. If the skin is badly cracked, infected or bleeding do not apply; seek medical advice before use. Avoid contact with the eyes. Use during pregnancy and breastfeeding is unlikely to have any ill effects when used as directed. If unsure, talk to your doctor or pharmacist. Do not use if tamper evident collar is broken or missing at first use (500g pack). Do not use if tube seal is broken or appears tampered with at first use (tubes). Fire hazard. Do not smoke or go near naked flames; clothing & bedding with this product dried on them can catch fire easily. Washing clothing and bedding may reduce product build-up but not totally remove it. If you accidentally swallow some see a doctor straight away. Take the pack with you to show which product you have swallowed. Use within three months of opening. Keep out of the sight and reach of children. Keep in the original carton (tube packs). Use by the date shown on the label (500g pack). Use by the date shown on the side of the carton (tube packs). **Contra-indications:** Hypersensitivity to any of the ingredients. **Method of administration:** Pumps: Prime the pump before first use by depressing fully until cream appears. If the pump stops working do not dismantle the pack. Re-start by covering the nozzle, then fully depress the pump several times to expel air. Adults, the elderly and children: Apply to the affected areas of skin as often as required. Smooth gently into the skin, following the direction of the hair growth. **Date of preparation:** 14/11/2023.

Zerocream Emollient

Manufacturer: Thornton & Ross Ltd, Linthwaite, Huddersfield, HD7 5QH, UK. **Code # of Notified Body:** N/A. **Legal classification:** Class I. **Product name:** Zerocream Emollient. **Ingredients:** Purified Water, White Soft Paraffin 14.5% w/w, Liquid Paraffin 12.6% w/w, Cetyl Alcohol, Glyceryl Monostearate, Sodium Cetearyl Sulfate, Lanolin, Citric Acid Monohydrate, Carbomer, Sodium Hydroxide, Sodium Methyl Hydroxybenzoate, Sodium Propyl Hydroxybenzoate, BHT. **Indications:** Zerocream Emollient is used for the relief of symptoms of flaking, dry skin, ichthyosis, dermatitis, the dry stage of eczema and dry cases of psoriasis. It can be used as an alternative to soap. **Adverse reactions:** Zerocream contains methyl and propyl parahydroxybenzoates, cetyl alcohol and lanolin which may cause local skin reactions (e.g. contact dermatitis) or allergic reactions which may not appear immediately. Rarely, mild allergic reactions such as a skin rash may occur. If you notice any side effects; or your skin condition worsens, stop use and tell your doctor or pharmacist, they will tell you what to do. **Precautions:** For external use only. Do not use if you or your child have an allergy to any of the ingredients listed. Avoid contact with the eyes. If the skin is badly cracked, infected or bleeding do not apply; seek medical advice before use. Use during pregnancy is unlikely to have any ill effects when used as directed. If unsure, talk to your doctor or pharmacist. Wash and dry hands before use. Do not use if tamper evident collar is broken or missing at first use. Fire hazard. Do not smoke or go near naked flames; clothing & bedding with this product dried on them can catch fire easily. Washing clothing and bedding may reduce product build-up but not totally remove it. If you accidentally swallow some see a doctor straight away. Take the pack with you to show which product you have swallowed. Treated feet may be slippery. Take extra care when walking on smooth surfaces. Use within 12 months of opening. Keep out of the sight and reach of children. Keep in the original carton (tube packs). Do not use after expiry date shown on the side of the label (500g pack). Do not use after expiry date shown on the side of the carton (tube packs). **Contra-indications:** Hypersensitivity to any of the ingredients. **Method of administration:** Pumps: Prime the pump before first use by depressing fully until cream appears. If the pump stops working do not dismantle the pack. Re-start by covering the nozzle, then fully depress the pump several times to expel air. Adults, the elderly and children: Apply as required to the affected areas of skin, two or three times daily. Smooth gently into the skin, following the direction of hair growth. **Date of preparation:** 14/11/2023.

Zeroveen Emollient

Manufacturer: Thornton & Ross Ltd, Linthwaite, Huddersfield, HD7 5QH, UK. **Code # of Notified Body:** N/A. **Legal classification:** Class I. **Product name:** Zeroveen Emollient. **Ingredients:** Purified Water, Glycerol 12.6% w/w, Liquid Paraffin 5% w/w, Isopropyl Palmitate, Distearylidimonium Chloride, Avena Sativa Kernel Flour, Cetyl Alcohol, Dimeticone, White Soft Paraffin, Benzyl Alcohol, Allantoin, Stearyl Alcohol, Microcrystalline Wax, Myristyl Alcohol, Sodium Chloride. **Indications:** Fragrance-free 2-in-1 moisturising cream and wash with natural oatmeal (avena sativa kernel flour) for use in the management of dry skin conditions as may be found in eczema, psoriasis, dermatitis, ichthyosis, elderly pruritus and other dry skin conditions. **Adverse reactions:** Rarely, mild allergic reactions such as skin rash can occur. If you notice any side effects or the condition worsens while using the product, stop use and tell your doctor or pharmacist. They will tell you what to do. Zeroveen contains benzyl alcohol and cetyl, myristyl and stearyl alcohols which may cause local skin reactions (e.g. contact dermatitis) or allergic reactions which may not appear immediately. **Precautions:** Do not use if you or your child have an allergy to any of the ingredients listed. If the skin is badly cracked, infected or bleeding do not apply; seek medical advice before use. Avoid contact with the eyes. Use during pregnancy or breastfeeding is unlikely to have any ill effects when used as directed. If unsure, talk to your doctor or pharmacist. Wash and dry hands before use. Do not use if tube seal is broken or appears tampered with at first use (tubes). Fire hazard. Do not smoke or go near naked flames; clothing or bedding with this product dried on them can catch fire easily. Washing clothing and bedding may reduce product build-up but not totally remove it. Always replace the cap after use (tubes). If you accidentally swallow some see a doctor straight away. Take the pack with you to show which product you have swallowed. Treated feet may be slippery. Take extra care when walking on smooth surfaces. Keep out of sight and reach of children. Keep in the original carton (tubes). Do not use after expiry date shown on the side of the label (500g pack). Do not use after expiry date shown on the side of the carton (tubes). **Contra-indications:** Hypersensitivity to any of the ingredients. **Method of administration:** Pumps: Prime the pump before first use by depressing fully until cream appears. If the pump stops working do not dismantle the pack. Re-start by covering the nozzle, then fully depress the pump several times to expel air. All packs: Apply cream to the skin. Adults, the elderly and children: Apply as required to the affected areas of skin. Smooth gently into the skin, following the direction of hair growth. **Date of preparation:** 14/11/2023.

Zerodouble Gel

Manufacturer: Thornton & Ross Ltd, Linthwaite, Huddersfield, HD7 5QH, UK. **Code # of Notified Body:** N/A. **Legal classification:** Class I. **Product name:** Zerodouble Gel. **Ingredients:** Purified Water, Isopropyl Myristate 15% w/w, Liquid Paraffin 15% w/w, Glycerol, Triethanolamine, Phenoxylethanol, C10-C30 Alkyl Acrylate Cross Copolymer, Sorbitan Laurate. **Indications:** Highly moisturising emollient gel for dry skin conditions, as may be found in eczema, psoriasis, dermatitis, ichthyosis, elderly pruritus, and other dry skin conditions. It can also be used as an alternative to soap. **Adverse reactions:** Rarely, mild reactions such as skin rash may occur, or allergic skin reactions on extremely sensitive skin. These effects tend to occur during the first few uses. If you notice any side effects, stop use and tell your doctor or pharmacist, they will tell you what to do. **Precautions:** For external use only. Do not use if you or your child have an allergy to any of the ingredients listed. If the skin is badly cracked, infected or bleeding do not apply; seek medical advice before use. Avoid contact with the eyes. Use during pregnancy and breastfeeding is unlikely to have any ill effects when used as directed. The ingredients have been in widespread use for many years, without reports of problems. However, safety trials have not been conducted. If unsure, talk to your doctor or pharmacist. The ingredients in this product are not considered likely to affect or be affected by other medicines. Fire hazard. Do not smoke or go near naked flames; clothing & bedding with this product dried on them can catch fire easily. Washing clothing and bedding may reduce product build-up but not totally remove it. Check that the tube seal is not broken before first use (tubes). Do not use if tamper evident collar is broken or missing at first use (pump pack). If you accidentally swallow some, see a doctor straight away. Take this pack with you to show which product you have swallowed. Keep out of the sight and reach of children. Keep in the original carton (tubes). Use within 12 months of opening (100g tube & 500g pump pack). Use within 28 days of opening (20g tube). Use by the expiry date shown on the side of the carton (tubes). Use by the expiry date shown on the side of the label (pump pack). The expiry date refers to the last day of that month. **Contraindications:** Hypersensitivity to any of the ingredients. **Method of administration:** Tubes: Unscrew the cap, check and remove the foil seal, then replace the cap. Pump pack: Prime the pump before first use by depressing fully until gel appears. If the pump stops working do not dismantle the pack. Re-start by covering the nozzle, then fully depress the pump several times

to expel air. All: Apply the gel only to the skin. Make sure your hands are clean and dry before applying the gel. Adults, the elderly and children: Apply the gel to the affected area on a regular basis and as often as required. Smooth gently into the skin following the direction of the hair growth. Alternatively apply as directed by your doctor or pharmacist. Zerodouble Gel may also be applied before washing or bathing in order to prevent further drying of the skin. **Date of preparation:** 14/11/2023.

Zeroderm Ointment

Manufacturer: Thornton & Ross Ltd, Linthwaite, Huddersfield, HD7 5QH, UK. **Code # of Notified Body:** N/A. **Legal classification:** Class I. **Product name:** Zeroderm Ointment. **Ingredients:** Liquid Paraffin 40% w/w, White Soft Paraffin 30% w/w, Cetearyl Alcohol, Polysorbate 60. **Indications:** Zeroderm Ointment is a rich emollient used to moisture and soften dry skin in eczema, dry cases of psoriasis and other dry skin conditions. It is suitable for all ages and may also be used as a skin cleanser or bath additive. **Adverse reactions:** The product contains cetearyl alcohol which may cause local skin reactions (e.g. contact dermatitis). If you notice any side effects, stop use and tell your doctor or pharmacist. They will tell you what to do. **Precautions:** For external use only. Do not use the ointment if you or your child have an allergy to any of the ingredients listed. If the skin is badly cracked, infected or bleeding do not apply; seek medical advice before use. Avoid contact with the eyes. Using Zeroderm Ointment during pregnancy and breastfeeding is unlikely to have any ill effects. If unsure, talk to your doctor or pharmacist. Baths and showers may become slippery. Take care not to slip. Clean away any residues with household cleaner using warm water. Fire hazard. Do not smoke or go near naked flames; clothing & bedding with this product dried on them can catch fire easily. Washing clothing and bedding may reduce product build-up but not totally remove it. Do not use if tear-tab is broken or appears tampered with at first use. If you accidentally swallow some see a doctor straight away. Show this label or pack. Use within 12 months of opening. Keep out of the sight and reach of children. Do not use after the expiry date. **Contra-indications:** Hypersensitivity to any of the ingredients. **Method of administration:** Adults, the elderly and children: As an emollient: Apply to the affected area as often as required. Smooth gently into the skin, following the direction of the hair growth. As a bath additive: Melt about 4g (roughly a teaspoonful) of Zeroderm Ointment in hot water in a suitable container. Then add to the bath ensuring that the water has sufficiently cooled before getting in. As a soap substitute: Take a small amount of Zeroderm Ointment from the tub, lather it under warm water and use as required when washing or in the shower. Pat skin dry. **Date of preparation:** 14/11/2023.

Do not smoke or go near naked flames – risk of severe burns. Fabric (clothing, bedding, dressings etc) that has been in contact with this product burns more easily and is a serious fire hazard. Washing clothing and bedding may reduce product build-up but not totally remove it.

Medical advice should be sought before use of emollients if the skin is broken, badly cracked, infected or bleeding.

Adverse events should be reported. Reporting forms and information can be found at <https://yellowcard.mhra.gov.uk> or search for MHRA Yellow Card in the Google Play or Apple App Store. Adverse events should also be reported to Thornton and Ross Limited by emailing thorntonross@medinformation.co.uk or by calling 01484 848164.

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References: 1. IQVIA RxA Unit Sales data. Volume of Sales Feb 2024. 2. Psoriasis Association Survey. Zerodouble® Gel. Data on File. 2016. 3. Ichthyosis Support Group Survey. Zerocream® Cream. Data on File. 2016. 4. Psoriasis Association Survey. Zeroveen® Cream. Data on File. 2018. 5. NICE CKS, Emollients. Available at: <https://cks.nice.org.uk/topics/eczema-atopic/prescribing-information/emollients>. Accessed: October 2024. 6. Cost savings: Zerocream vs E45 cream, Zeroveen vs Aveeno cream, Zerodouble Gel vs Doublebase Gel, Zeroderm ointment vs Hydromol Ointment, Epaderm Ointment. Cost comparison taken from DM+D. Available at: <https://dmd-browser.nhsbsa.nhs.uk/>. Accessed October 2024.

STADA UK, Thornton & Ross Ltd, The Globe (3rd floor), Bridge Street, Slaithwaite, Huddersfield, HD7 5JN + 44 (0)1484 500283 | www.zeroderma.co.uk UK-ZERO-239(3) | October 2024.