

Sudocrem[®]

care & protect[®]



Why does my baby's bottom need care and protection?

As a new parent, you want the best for your baby and you know it's important to keep your baby's skin healthy as it's their first line of defence against germs.

Baby skin is delicate and vulnerable to infection because it is 20%-30% thinner than adult skin. It also has a higher pH level which makes it easily susceptible to irritation from changes in temperature and humidity. The skin on your baby's bottom is very sensitive and it has to cope with the difficult changing conditions of a hot and damp nappy. It's no wonder that it can become red and sore as a result. Remember healthy skin is not just about how it looks. **It's not until the age of 3 your baby's precious skin develops a shield to protect it from germs in the outside world.** Healthy skin is able to maintain a barrier that will protect baby's soft bottom from bacteria in urine, faeces and infections.

To open sample

Grip the tube firmly in one hand and twist the cap to break it off.

Then simply turn the cap upside down and push it back onto the tube - this will then pierce the top, so that it's ready to use and also acts as a temporary cap for further use.

How should I use it?

Using clean dry hands, apply to clean dry skin and gently spread the barrier ointment evenly to form a thin protective layer. **Sudocrem Care & Protect** is easy to apply because it spreads effortlessly without causing undue stress to baby skin. Use at **every nappy change** to give your baby's skin protection against uncomfortable nappy rash. If you notice any adverse skin reaction discontinue use.

What is Sudocrem Care & Protect ointment?

Sudocrem Care & Protect is a triple-action protective barrier ointment formulated specifically for skin prone to nappy rash and incontinence associated dermatitis.

It is hypoallergenic and has been dermatologically tested. It is free from artificial colours and artificial preservatives.

Protective Barrier

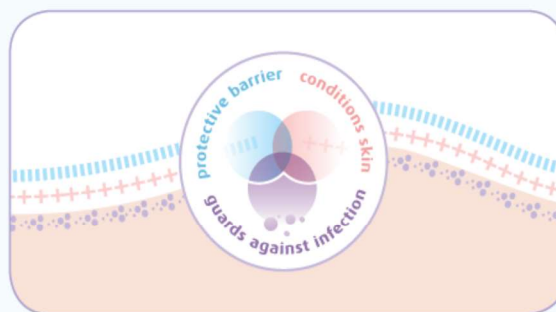
Sudocrem Care & Protect is specially formulated to provide a protective barrier that seals in the skin's natural moisture to keep the skin soft, smooth and supple, whilst protecting even the most delicate skin against external irritants and rubbing that can cause nappy rash and incontinence associated dermatitis.

Conditions Skin

Sudocrem Care & Protect is hypoallergenic and also contains Vitamin E and Pro Vitamin B5 which help protect the skin and keep it in healthy condition.

Guards Against Infection

Sudocrem Care & Protect forms a protective layer which guards against infection.



FAQs

What is nappy rash?

Nappy rash is just an irritation of the skin in the nappy area. Your baby's tender skin may become red, swollen and sore, but the good news is that nappy rash is usually not serious.

In fact, nappy rash is one of the most common skin conditions of early childhood. It is also called incontinence associated dermatitis.

You can recognise nappy rash in a number of ways:

- Pinkness, redness or swelling in the nappy area
- The nappy area may be warm to touch
- Sore and spotty skin
- The buttocks and upper thighs may become red and moist
- Patches of dry, flaky skin may develop

In more severe cases spots, blisters, and pus-filled spots may appear.

You can help to prevent the causes of nappy rash by using **Sudocrem Care & Protect** ointment on your baby's delicate skin at every nappy change.



What causes nappy rash?

The most common cause of nappy rash is a wet or dirty nappy that has been in contact with your baby's skin for too long. Nappy rash can also be caused by nappy friction or by diarrhoea; however, if your baby has sensitive skin, nappy rash can still occur even when the nappy area is regularly cleansed.

If you like it...

Sudocrem Care & Protect is available in all leading supermarkets and pharmacies.

Sudocrem Care & Protect is available in 30g, 40g, 50g and 100g.



When is nappy rash more likely to occur?

Nappy rash can happen at any time and there may be no obvious reason as some babies naturally have more sensitive skin and may be more prone to the condition.

However, there are certain times when a baby is especially susceptible to nappy rash, such as:

- Premature birth
- During teething
- They are unwell or recovering from a vaccination
- Changing from breast to bottle feeding
- After antibiotics, which can upset your baby's digestive system, causing diarrhoea
- Starting on solid foods and/or drinking cow's milk for the first time

For more information on nappy rash visit www.sudocrem.com

Precautions

Sudocrem Care & Protect is for the prevention of nappy rash and incontinence associated dermatitis and not for treatment of nappy rash or incontinence associated dermatitis.

Do not use on broken or injured skin.

For external use only.

Do not use after the expiry date.

Store **Sudocrem Care & Protect** at room temperature.

INGREDIENTS :

Aqua, Paraffinum Liquidum, Lanolin, Dimethicone, Panthenol, Petrolatum, Glycerin, Cetyl PEG/PPG-10/1 Dimethicone, Cera Alba, Hydrogenated Castor Oil, Hydroxystearic/Linolenic/Oleic Polyglycerides, Ozokerite, Polyglyceryl-4 Isostearate, Citrus Grandis Fruit Extract, Caprylyl Glycol, Sodium Chloride, Tocopheryl Acetate, Allantoin, Pantolactone, Parfum, Ascorbic Acid, Vitis Vinifera Seed Extract.



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Batch code



Use by date
YYYY/MM



Consult instructions
for use



Manufacturer



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