

Sudocrem[®]

care & protect[®]

AssuraDerm[™]

triple care ointment – protects against skin rashes caused by incontinence associated dermatitis and nappy rash

Why does skin exposed to incontinence need care and protection?

It's important to keep your skin healthy as it's a line of defence against germs. **Skin exposed to incontinence is delicate and vulnerable to infection because it can come into contact with bacteria, sweat, urine, faeces and bodily secretions.** This skin area is very sensitive and it can be more at risk when it has to cope with the difficult and changing conditions of hot and damp incontinence protection. It's no wonder that it can become red and sore as a result. Remember healthy skin is not just about how it looks. Healthy skin is able to maintain a barrier that will protect the area from bacteria in urine, faeces and infections.

Caring for skin exposed to incontinence

It's important to have a good skin care routine when using incontinence protection to prevent Incontinence Associated Dermatitis (IAD). There are some simple steps to follow at each change of incontinence protection product:

- Cleanse and dry the intimate skin – skin on the hips, upper thighs, buttocks & genital areas
- Use a product to protect the intimate skin in areas covered by the incontinence protection product
- Apply new incontinence product

What is Sudocrem Care & Protect AssuraDerm ointment?

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

It is hypoallergenic and has been dermatologically tested.

It is free from artificial colours and artificial preservatives.

Protective Barrier

Sudocrem AssuraDerm 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 incontinence associated dermatitis and nappy rash.

Conditions Skin

Sudocrem AssuraDerm 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 AssuraDerm forms a protective layer which guards against infection.

How should I use Sudocrem Care & Protect AssuraDerm?

Using clean dry hands, apply to clean dry skin and gently spread the barrier ointment evenly to form a thin protective layer. Sudocrem AssuraDerm is easy to apply because it spreads effortlessly without causing undue stress to intimate skin. Use at every incontinence protection/ nappy/ pad change to give skin protection against uncomfortable rashes appearing. If you notice any adverse skin reaction discontinue use.

Handy flip-top cap

Sudocrem AssuraDerm is your incontinence protection change ally and has been specially developed with an easy to use flip-top cap, meaning the lid won't get lost. The tube is made from soft plastic with carefully rounded corners so you don't have to worry about sharp edges or splitting and cracking metal tubes that leave mess everywhere.



FAQs

What is Incontinence Associated Dermatitis (IAD)?

IAD is just an irritation. Skin exposed to incontinence may become red, swollen and sore, but the good news is that this type of rash is usually not serious. In fact, skin rashes caused by incontinence is a common skin condition for users of incontinence protection.

You can recognise IAD in a number of ways:

- **Pinkness, redness or swelling in the buttocks and hips/ upper thighs/ genital area**
- **The affected skin may be warm to touch**
- **Sore and spotty skin**
- **The buttocks and hips/upper thighs/ genital area 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 IAD by using **Sudocrem AssuraDerm** ointment on the skin at every incontinence protection/ nappy/ pad change.

What causes Incontinence Associated Dermatitis (IAD)?

The most common cause of IAD is a wet or dirty incontinence pad, pant or nappy that has been in contact with the skin for too long. A rash can also be caused by friction or by diarrhoea; however, if the skin is generally sensitive skin, a rash can still occur even when the area is regularly cleansed.

For more information on incontinence associated dermatitis (IAD) and nappy rash visit www.sudocrem.com.

Warnings and safety precautions

Sudocrem AssuraDerm is for the prevention of incontinence associated dermatitis and nappy rash and not for treatment of incontinence associated dermatitis or nappy rash. Do not use on broken or injured skin. For external use only. Do not use after the expiry date.

Store Sudocrem AssuraDerm at room temperature.

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.

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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