

# LANÁTE™

THE SCIENCE OF SKIN RENEWAL

## REVITALISE

LANÁTE moisturises dry, rough skin by reducing water loss and drawing additional moisture to the skin.

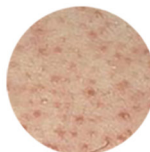
## SMOOTH

LANÁTE removes the surface layer of the skin cells allowing for skin renewal, resulting in a smoother and softer appearance.

## REJUVENATING DRY SKIN

Our skin begins to lose moisture from the moment we are born, so just growing older can cause dry skin. Exposure to the sun and wind causes dry skin, as does exposure to air conditioning, heating, harsh soaps and strong detergents. Skin is constantly exposed to environments that draw away moisture. When skin dehydrates it becomes rough and less flexible. It may also become scaly and cracked. LANÁTE is specially formulated in conjunction with dermatologists to revitalise dry skin to give a smoother, more natural appearance.

LANÁTE contains 17.5% Ammonium Lactate, which delivers a high content of Lactic Acid to the skin. Lactic Acid is a naturally occurring Alpha Hydroxy Acid (AHA), which has a number of beneficial effects when applied to the skin.



## ABOUT ALPHA HYDROXY ACIDS

Alpha Hydroxy Acids have the ability to exfoliate the skin. This allows faster shedding of the top layer of dead skin cells, allowing new, healthier-looking skin to emerge. AHAs also moisturise skin by reducing water loss and drawing additional moisture deep into the skin. These compounds can increase epidermal and dermal firmness, resulting in a reduction of the appearance of fine lines, wrinkles, red patches and bumps, thus improving the general appearance of the skin.

AHAs have also been widely used for the treatment of Keratosis Pilaris.

## ABOUT KERATOSIS PILARIS

Keratosis Pilaris (often referred to as chicken skin) is a skin condition that affects nearly 50-80% of all adolescents and approximately 40% of adults.<sup>1</sup>

Keratosis Pilaris causes surplus skin cells to accumulate around individual hair follicles, producing numerous small, rough, red bumps and patches around the follicles, which become dry and flaky. Keratosis Pilaris is seen in patients with dry skin conditions, ichthyosis vulgaris and atopic dermatitis, and especially in adolescents, as it becomes more exaggerated at puberty.

High strength Alpha Hydroxy Acid creams like LANÁTE rehydrate inflamed areas and remove the surface layer of dead skin cells, making way for new and smoother skin.

<sup>1</sup> 50% of adolescent with normal skin. Percentage increases to 80% for skin affected by ichthyosis vulgaris.



## WHEN TO USE LANÁTE

- To remove dry, scaly skin giving relief to itching associated with skin dryness.
- For skin prone to raised bumps and red patches (Keratosis Pilaris) on upper arms, thighs, buttocks and cheeks.
- To remove rough skin on areas such as the feet, knees and elbows.
- For general smoothing and softening of the appearance and texture of the skin.
- LANÁTE face can be used to remove dry, dull surface skin on the face, resulting in a fresh, healthier looking complexion.

## HOW TO USE LANÁTE

LANÁTE is a high strength Alpha Hydroxy Acid cream and must be used with care.

- For best results, apply LANÁTE once or twice daily to clean, dry skin and gently rub in.
- LANÁTE may make your skin more sensitive to sunlight especially to the ultraviolet (UV) radiation component of sunlight.
- The exfoliating effects of LANÁTE may cause irritation to sensitive skin. If you have sensitive skin, test LANÁTE on a small area of skin before applying the cream to a larger area.
- Due to its mode of action LANÁTE has a whitening effect on the skin.
- LANÁTE is for external use only. Avoid contact with eyes, lips and mucous membranes. If you get some cream in your eye, wash it out immediately with cool water.
- LANÁTE should not be used on children or infants.