NEW LOOK FOR REGENICA PRODUCT LINE, SUNEVA

Suneva Medical, Inc. rebranded its Regenica product line, a skincare system formulated with multipotent resigaling complex (MRCx) next generation growth factor technology. The product packaging was redesigned using a green and silver color palette to align the brand’s visual identity with its scientific foundation. The newly refreshed line is comprised of three products, Regenica Renew SPF 15, designed to protect skin from harmful UV rays while signaling skin’s natural repair, Regenica Replenishing Crème, formulated to hydrate skin and reverse the signs of aging, and Regenica Repair Complex, which helps accelerate skin renewal. Regenica’s MRCx technology, made by a proprietary, patented process, is a blend of physiologically balanced growth factors that are naturally secreted by human fibroblasts. These fibroblasts have been conditioned to act like younger cells resulting in younger, fresher growth factors. In a recent clinical study on Regenica, more than 94 percent of women saw an improvement in skin texture, tone, firmness and the appearance of fine lines and wrinkles. Additionally, 100 percent indicated that they would recommend it to a friend. Regenica.com

MARINI JUVENECK FROM JAN MARINI SKIN RESEARCH, INC.

Jan Marini Skin Research, Inc. introduced Marini Juveneck, which combines potent anti-aging and skin nourishing ingredients for a dramatically younger, smoother more contoured neckline. A clinical study of 71 subjects over a 12-week period showed significant improvement and high overall satisfaction. Study subjects noted a broad range of benefits including statistically significant improvement in pre-post satisfaction assessments for neck hydration, skin texture, appearance of wrinkles and appearance of laxity on the neck and jawline. More than 94 percent of study subjects responded that they liked the overall results and application of Marini Juveneck, 94 percent noted improved texture with smoother, softer skin, and 78 percent noted improvement in satisfaction with laxity on the jawline. Janmarini.com

HYDROCORTISONE SHAMPOO AND CONDITIONER, DR. MARDER SKINCARE

Dr. Marder Skincare introduced a new over-the-counter scalp solution for itching, flaking, and scaling of the scalp. Utilizing nanotechnology, Dr. Marder Total Relief Shampoo and Conditioner uses hydrocortisone 1% shampoo and a pyrithione zinc 1% conditioner for immediate results. In a clinical trial, Dr. Marder Total Relief out performed its leading competitor. Clinical results showed more than 95 percent of individuals using Dr. Marder Total Relief with scalp psoriasis had improvement in their scaling in one week and 93 percent of individuals using the product for seborrheic dermatitis saw improvement to their scaling in one week. DrMarderSkincare.com

TWO NEW PRODUCTS FROM KAT BURKI

Kat Burki launched two new skincare products. The Rose Hip Revitalizing Serum antioxidant formula combines the benefits of RAW ingredients, vitamins, and herbs to treat multiple skin concerns. It strengthens and supports skin elasticity, Brightens, promotes radiance, and balances skin tone, shields the skin from environmental damage, and aids in skin regeneration by inhibiting free radicals that cause inflammation. The Power Trio Radiance Oil combines the benefits of cold pressed oils and natural salicylic acid from cold-pressed raspberry oil to energize and visibly improve skin’s appearance,
Therapeutic Update: Moisturizers

AAD'S NEWEST GUIDELINES FOR MANAGING ATOPIC DERMATITIS FOCUS ON PREVENTION OF FLARES AND LONG-TERM DISEASE MANAGEMENT: MOISTURIZATION PLAYS KEY ROLE

The American Academy of Dermatology’s (AAD’s) newly updated guideline of care for the management of adult and pediatric atopic dermatitis focuses on the management and control of the condition, the co-existence of allergic disease, and the use of alternative approaches to supplement medical therapies. Published in the Journal of the American Academy of Dermatology, this evidence-based guideline is the final section of a four-part series on the care and management of atopic dermatitis developed by dermatologists who are experts in the diagnosis and treatment of this condition.

To prevent flares, manage any other conditions associated with the disease and minimize complications, a proactive approach is now recommended for long-term disease management. Previous approaches to atopic dermatitis management were solely reactive.

- Proactive management includes the intermittent, but scheduled use of topical corticosteroids or topical calcineurin inhibitors to areas of the body that frequently have recurrent disease.
- Reactive management is to use these anti-inflammatory therapies only when new symptoms arise.
- Regardless of which approach is used, moisturizers remain integral to prevent flare-ups.

“While both proactive and reactive approaches are still effective, patients may find greater success in controlling their flares or extending the period of time between flares, if they choose a proactive approach,” said board-certified dermatologist, Lawrence F. Eichenfield, MD, FAAD, one of the authors of the AAD’s newest guideline of care.

In addition to proactive disease management, the guidelines acknowledge the importance of patient and caregiver education. This education can include individualized “eczema schools,” nurse-led programs or video-assisted approaches, the AAD notes. These personalized or group education settings have been shown to increase patients’ knowledge of the disease, improve their under-
standing of treatments and increase treatment compliance, which can reduce disease severity.

For more on the final part of these guidelines, including information on the challenges of establishing a link between allergens and atopic dermatitis as well as what is outlined about the potential role of alternative and complementary approaches for atopic dermatitis, visit http://www.aad.org/education/clinical-guidelines.

NEW SPRAY TO FIGHT DRY, IRRITATED SKIN

MoistureWORX Skin Protection Spray is a new formulation of 30% white petrolatum intended to fight dry, irritated skin. According to DermWORX, MoistureWORX offers the convenience and elegance of a fine mist spray that goes on clean and won’t clog pores. The patented MoistureWORX formula has a light, non-greasy feel, made possible through an advanced lipid-encapsulation delivery technology, the company says. In clinical trials reported by the company, MoistureWORX users showed three-times reduction in skin irritation as compared to untreated skin at eight hours.

COHORT STUDY SHOWS CERAMIDE-CONTAINING CLEANSER AND MOISTURIZER REGIMEN IMPROVED SKIN CONDITION AND CLINICAL OUTCOMES RELATED TO AD SEVERITY

The effectiveness of a twice-daily regimen of a ceramide-containing cleanser and moisturizer in men, women, and children with atopic dermatitis (N=151) was evaluated in a recent cohort study published in Cutis.

The treatment period for the study was 6 weeks. Participants were evaluated at baseline (day 0) and at the end of treatment (day 42) using clinical photographs, the SCORAD (SCORing of Atopic Dermatitis) index, and quality of life (QOL) assessment. Participants were randomly selected and were allocated to one of two groups: Group One with participants 12 years and older (n=118) and Group Two with participants younger than 12 years (n=33). At day 42, SCORAD scores for Group One showed significant improvement. Skin condition in Group 2 was evaluated by the participants’ guardians. At day 42, SCORAD scores for Group Two showed significant improvement. Similar effects were observed for itching, with scores that improved from very itchy to itching only when the skin was wet. No adverse events were reported during the 6-week evaluation period.

The results, according to the researchers, indicate that the ceramide-containing cleanser and moisturizer regimen substantially improved skin condition and clinical outcomes related to atopic dermatitis severity as well as QOL aspects.

MISSION PHARMACAL UNVEILS NEW LOTION FOR SEBORRHEIC DERMATITIS

To help bring a treatment option to people afflicted with common skin disorders including seborrheic dermatitis (SD), Mission Pharmacal Company has unveiled Ovace Plus Lotion (sodium sulfacetamide 9.8%). Ovace Plus Lotion joins Ovace Plus Wash (sodium sulfacetamide 10%) Cleansing Gel and Ovace Plus Shampoo (sodium sulfacetamide 10%) formulated with the proven action of sodium sulfacetamide for seborrheic dermatitis, seborrhea sicca (dandruff), and infections of the skin caused by sulfonamide-susceptible bacteria. According to the company, Ovace products help manage flares and control the symptoms of SD and dandruff.

“Ovace Plus Lotion is a new formulation to help manage the itching and flaking often associated with SD and dandruff,” says Rusty Nolen, Dermatology Marketing Director, Mission Pharmacal. “In addition, the lotion formulation is designed to cover larger affected areas of the body.”

Ovace products are free of steroids and sulfurs. These features make them suitable for this chronic condition and give physicians more flexibility in treating patients who are allergic or sensitive to sulfur. In addition, Ovace products provide physicians and their patients with the added assurance of being manufactured in the U.S. using high-quality raw ingredients in compliance with the highest manufacturing standards. Complete information about Ovace products, including full prescribing information, is available at www.ovace.com.