

# Rebuild Your Skin's Protective Barrier

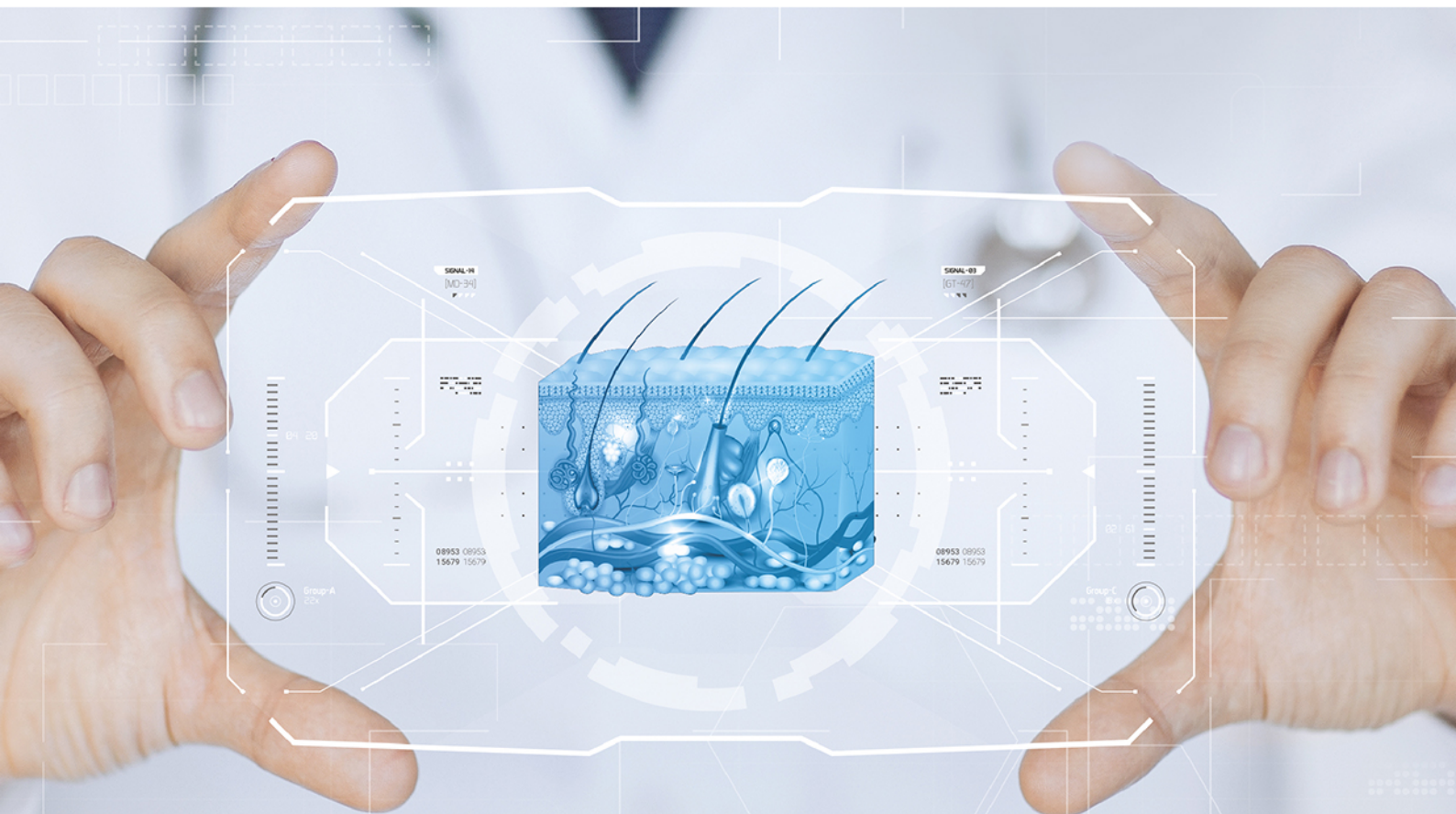
**3:1:1**  
CERAMIDE  
DOMINANT  
RATIO



For Healthcare Professionals

Itch-free, Worry-free

# Pushing the Boundaries of Optimal Atopic Dermatitis Management



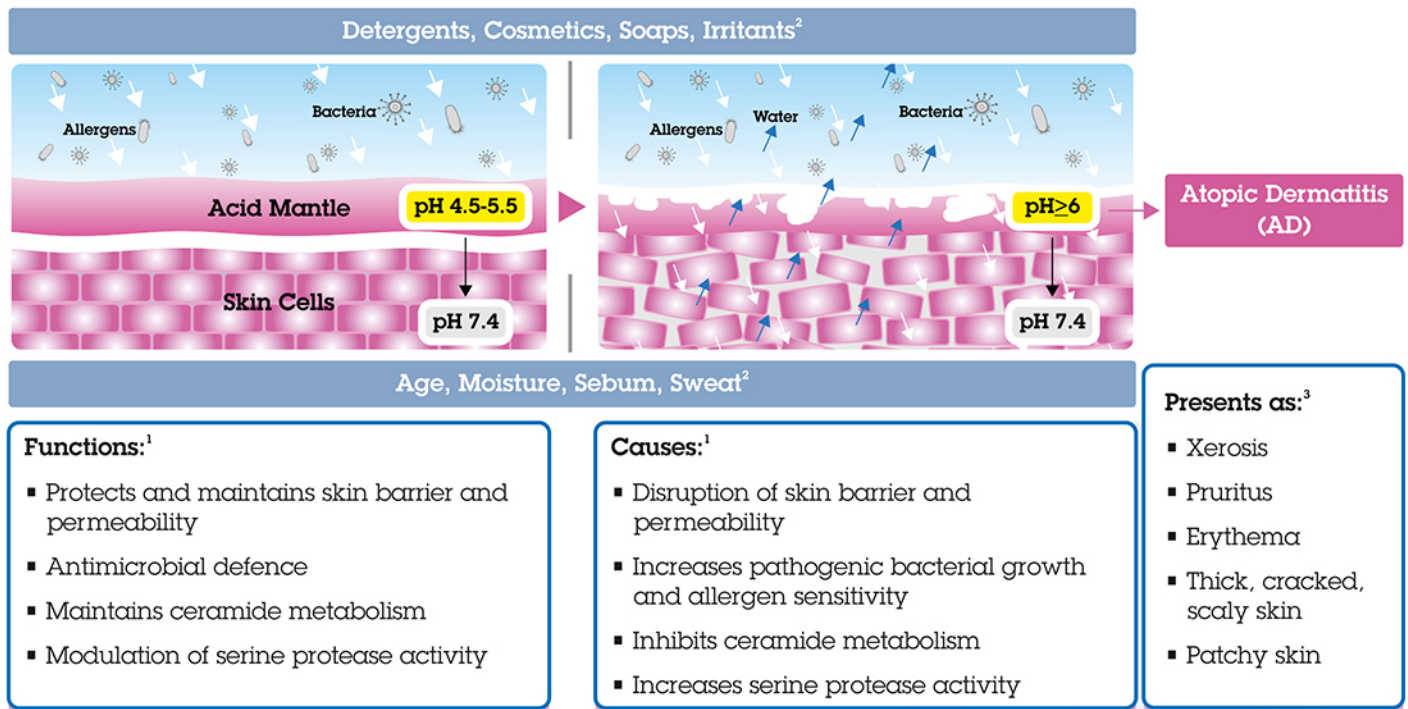
**Sustained lowering  
of skin pH**



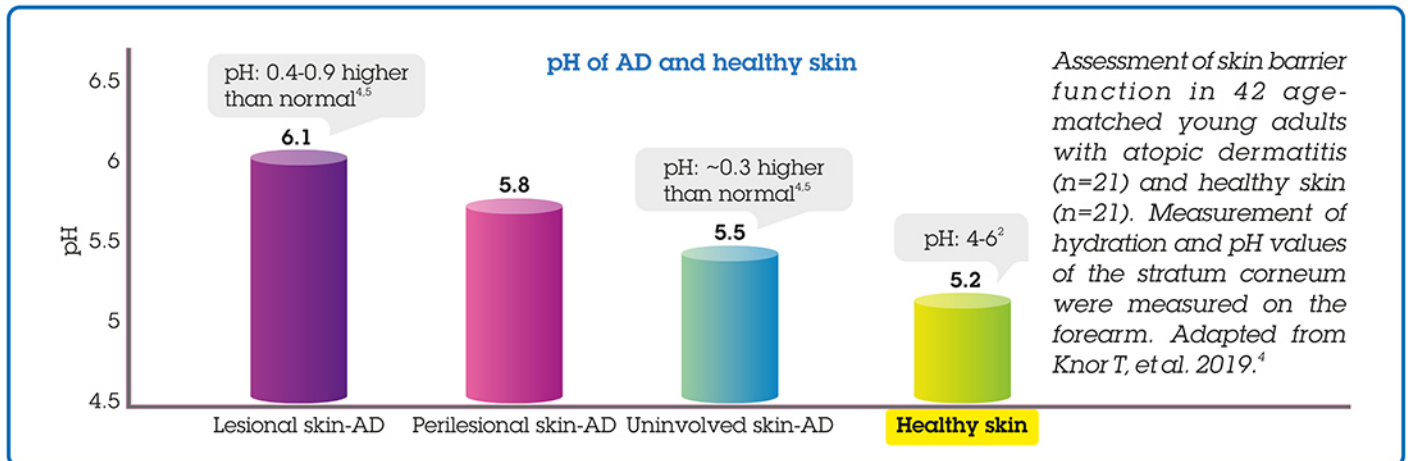
**Restores epidermal  
barrier function**



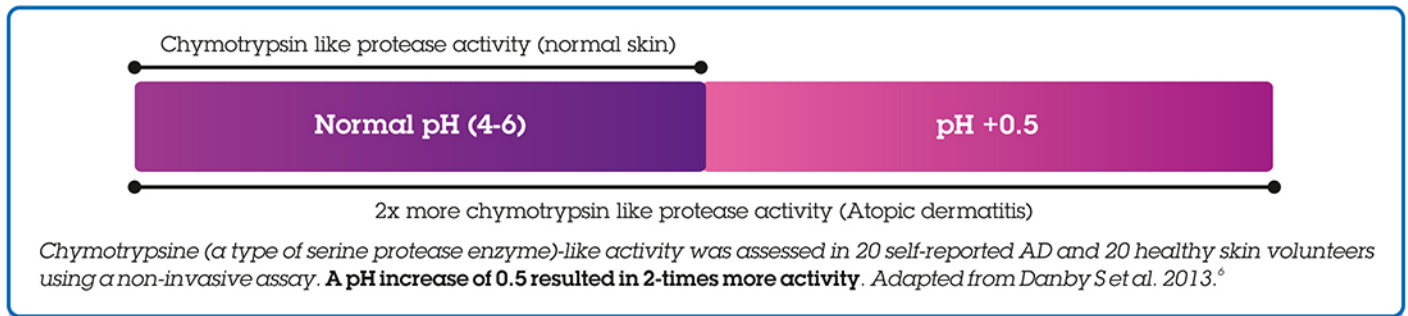
# Disruption of the acid mantle causes skin barrier dysfunction resulting in dermatitis<sup>1-3</sup>



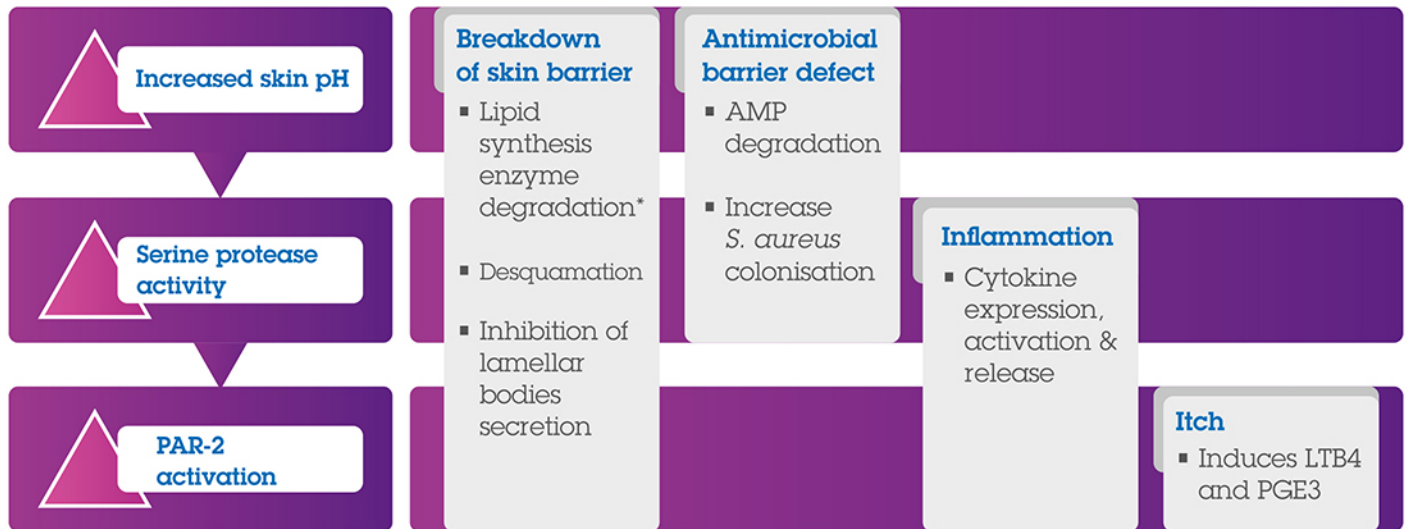
## Patients with atopic dermatitis have inherently higher skin pH<sup>2,4-6</sup>



Patients with atopic dermatitis showed increase serine protease activity in the stratum corneum<sup>6</sup>



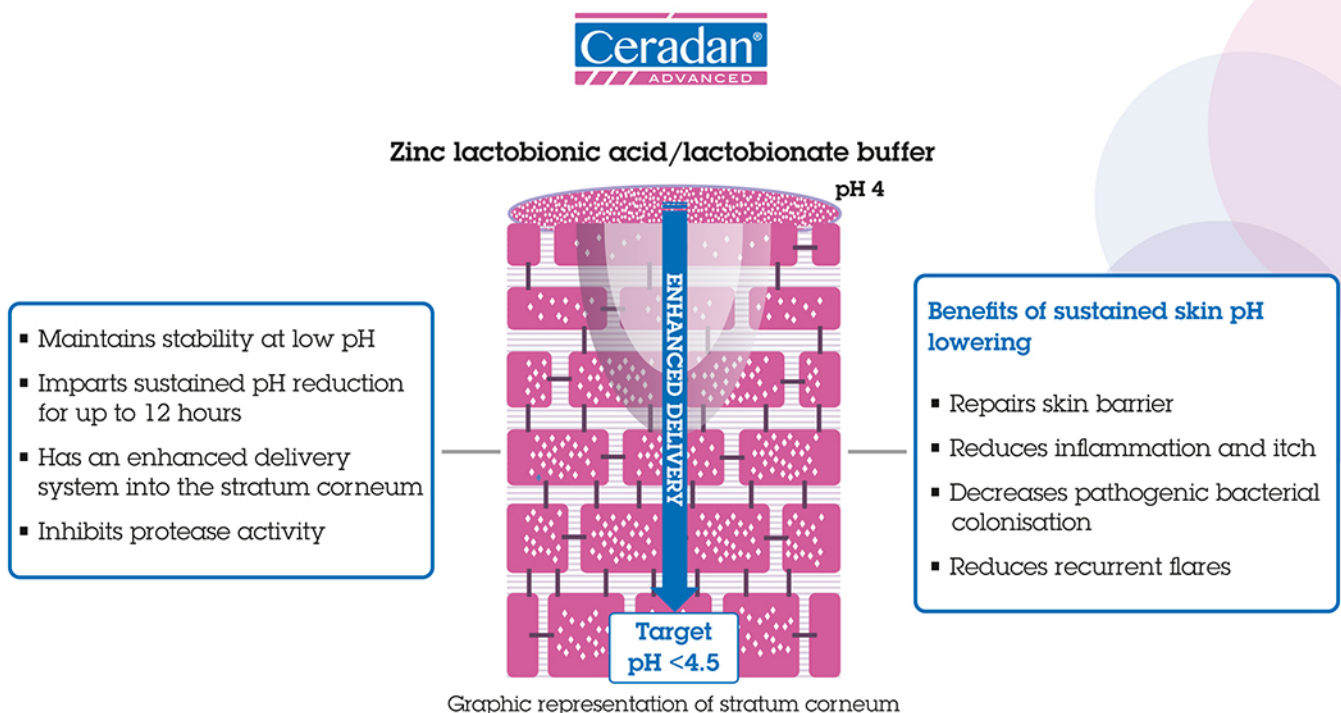
## The effect of increased pH and serine protease activity is breakdown of atopic dermatitis skin<sup>1,7</sup>



Overview of the effect of increasing skin pH on skin. \*Results in reduced lipid synthesis. PAR-2: protease activated receptor-2; AMP: antimicrobial peptides; LTB 4: leukotriene B4; PGE3: prostaglandin E-3. Adapted from Lee H-J et al. 2014, Panther DJ et al. 2015.<sup>1,7</sup>

## Ceradan<sup>®</sup> Advanced has added sustained pH lowering capabilities to rebuild the skin's protective barrier<sup>8-11</sup>

- Contains **optimal ceramide ratio of physiological lipids** in 3:1:1 (ceramide: cholesterol: free fatty acids), clinically proven to rebuild the skin's protective barrier<sup>8-10</sup>
- In addition, a **patented formulation of polyhydroxy acid with skin pH lowering technology** that:<sup>11</sup>



**Ceradan<sup>®</sup> Advanced's unique ceramide dominant formulation with skin lowering pH technology restores the skin's acid mantle and rebuilds the skin barrier in atopic dermatitis<sup>8-11</sup>**



# Ceradan® Advanced: Lower, sustain, restore

The **first and only** emollient with the ability to sustainably lower skin pH, restoring skin barrier function<sup>11</sup>

- Contains a patented skin pH lowering technology to reduce skin pH for up to 12 hours<sup>11</sup>
- A ceramide-dominant emollient to replenish depleted ceramide in atopic dermatitis<sup>8-10</sup>



+



## References

1. Lee H-J, Lee S-H. Epidermal permeability barrier defects and barrier repair therapy in atopic dermatitis. *Allergy Asthma Immunol Res* 2014;6(4):276-287.
2. Ali SM, Yosipovitch G. Skin pH: from basic science to basic skin care. *Acta Derm Venerol* 2013;93:261-267.
3. Mayo Clinic. Atopic dermatitis. Available at: <https://www.mayoclinic.org/diseases-conditions/atopic-dermatitis-eczema/symptoms-causes/syc-20353273>. Accessed December 2019.
4. Knor T, Meholic-Fetahovic A, Mehmedagic A. Stratum corneum hydration and skin surface pH in patients with atopic dermatitis. *Acta Dermato Venerol Croat* 2011;19(4):242-247.
5. Yazdanparast T, Yazdani K, Humbert P, et al. Biophysical measurements and ultrasonographic findings in chronic dermatitis in comparison with uninvolved skin. *Indian J Dermatol* 2019;64(2):90-96.
6. Danby S, Chittock J, Martin KM, Cork MJ, Tierney NK. Chymotrypsin-like protease activity in the stratum corneum is increased in atopic dermatitis and upon washing with soap. *J Am Acad Dermatol* 2013;68(4, Suppl 1):AB172.
7. Panther DJ, Jacob SE. The importance of acidification in atopic eczema: an underexplored avenue for treatment. *J Clin Med* 2015;5:970-978.
8. Chamlin SL, Kao J, Frieden IJ, et al. Ceramide-dominant barrier repair lipids alleviate childhood atopic dermatitis: changes in barrier function provide a sensitive indicator of disease activity. *J Am Acad Dermatol* 2002;47:198-208.
9. Kircik LH, Del Rosso JQ, Aversa D. Evaluating clinical use of a ceramide-dominant, physiologic lipid-based topical emulsion for atopic dermatitis. *J Clin Aesthet Dermatol* 2011;4(3):34-40.
10. Koh MJ-A, Giam YC, Liew HM, et al. Comparison of the simple patient-centric atopic dermatitis scoring system PEST with SCORAD in young children using a ceramide dominant therapeutic moisturizer. *Dermatol Ther (Heidelb)* 2017;7:383-393.
11. Hyphens. Data on file.



Hyphens Pharma Sdn Bhd

L1-10 & L1-11, PJ Midtown, Jalan Kemajuan, Seksyen 13, 46200 Petaling Jaya, Selangor, Malaysia.



(603) 7931 6188 / 7932 5480



[www.hyphens.com.sg](http://www.hyphens.com.sg)



[www.ceradan.com/advanced/](http://www.ceradan.com/advanced/)



**Hyphens**

Asean's Specialty Pharma Company

For Healthcare Professionals



## REBUILD YOUR SKIN'S PROTECTIVE BARRIER





# Atopic Dermatitis (AD) Can Be Effectively Managed Through Optimal Restoration of the Skin's Protective Barrier

- Current clinical guidelines recommend emollients as the first-line and mainstay of maintenance treatment of AD; with ceramide-containing emollient as a new option to repair the protective skin barrier.<sup>1,2,3</sup>
- AD is characterised by a weakened protective skin barrier and a notable decrease in its lipid composition like ceramide (reduced by 30%-50%).<sup>4,5</sup>
- A weakened skin barrier results in increased transepidermal water loss as well as penetration of irritants, pathogens and allergens, causing inflammation and itch. (Figure 1)
- An emollient with a physiologic lipid composition that is ceramide-dominant in the ratio of 3:1:1 (ceramide:cholesterol:free fatty acids) provides optimal repair of the protective skin barrier.<sup>3,6</sup> (Figure 2)

# Ceradan® - Accelerate Optimal Skin Barrier Repair

- Ceradan®** is a scientifically designed ceramide-dominant emollient with the physiological lipid ratio of 3:1:1 to optimally repair the protective skin barrier in atopic dermatitis.<sup>3,6</sup>
- Ceradan®** has been proven to be safe and effective in the management of atopic dermatitis.<sup>7</sup> It is gentle and hypoallergenic and can be used on the face and infants.
- Ceradan®** effectively prevented 1 in 2 atopic dermatitis relapse among children in Singapore.<sup>7</sup>
- A combination with anti-inflammatory therapy may be required to reduce skin inflammation in severe cases and it may take 1-2 weeks to see an overall improvement.

Figure 1: Compromised skin barrier in AD patient

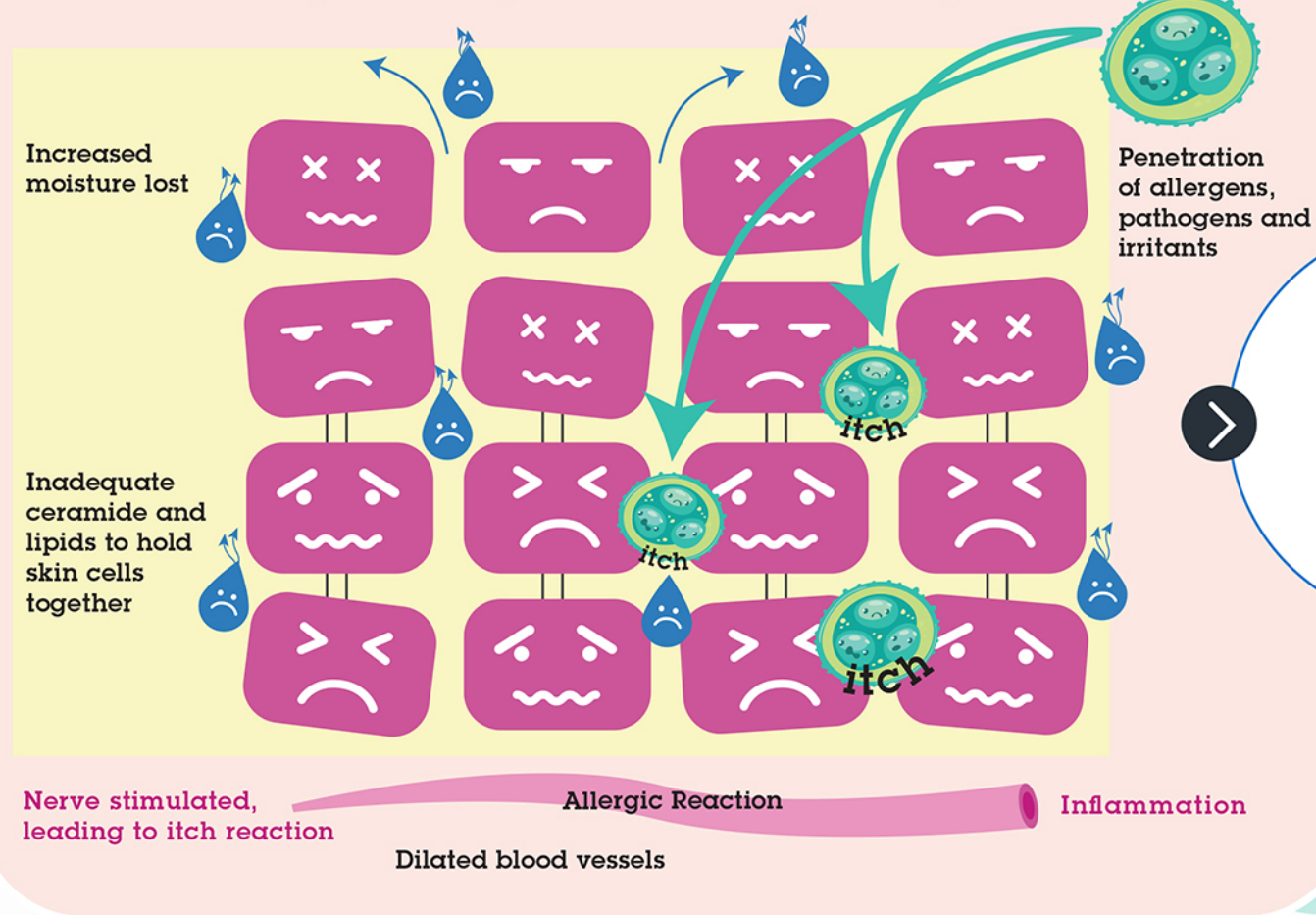
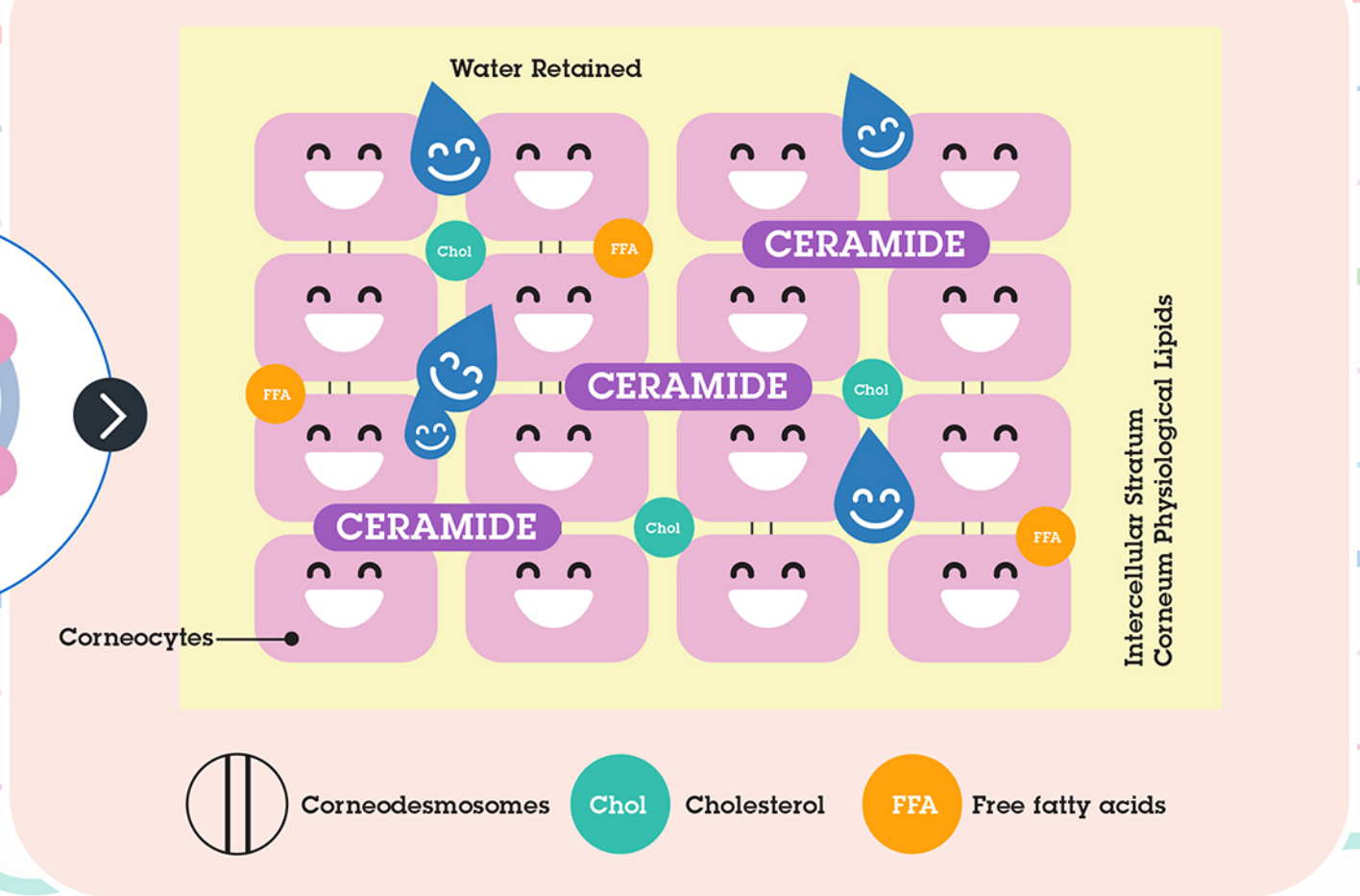
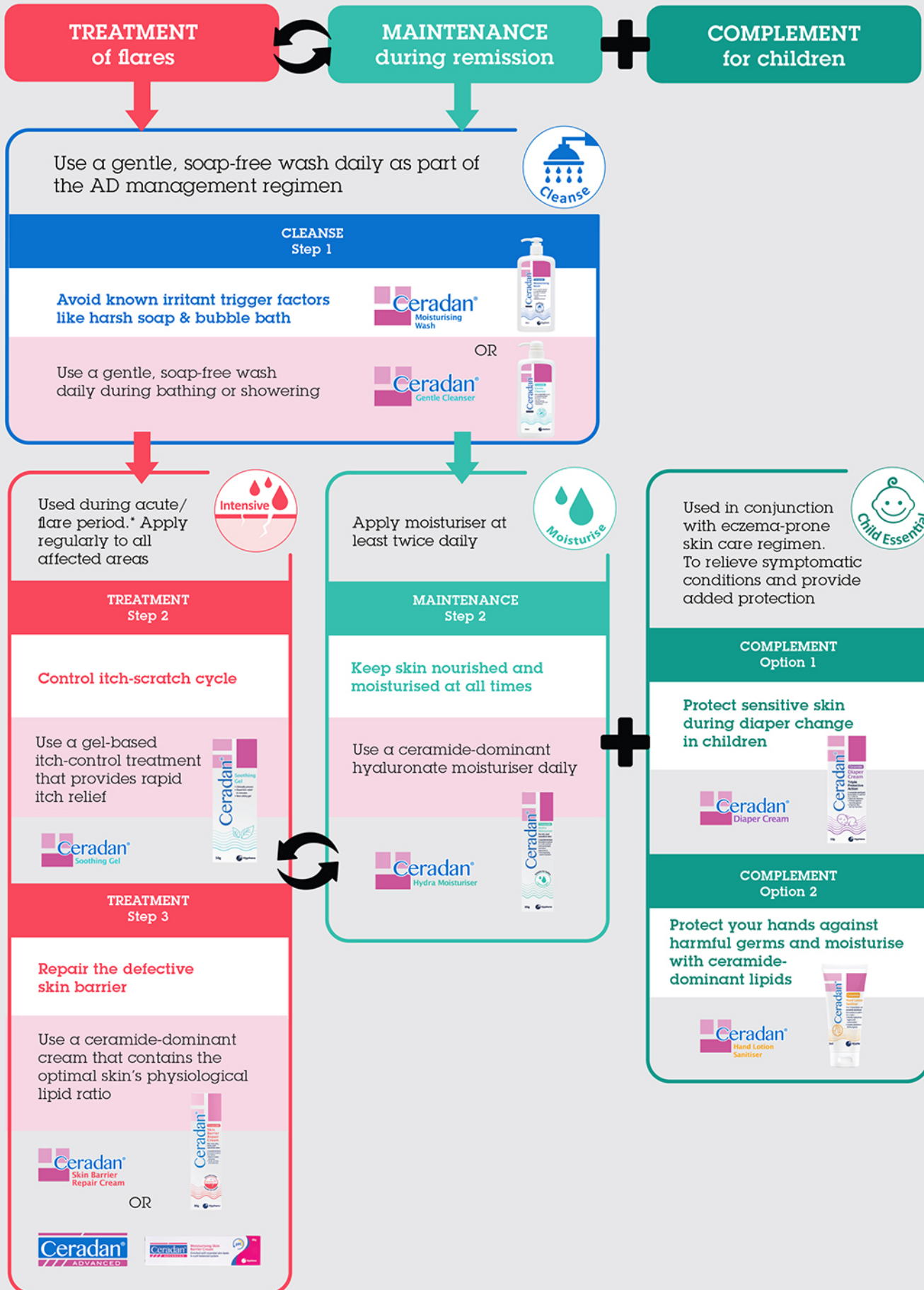


Figure 2: Healthy protective skin barrier



# The Complete Ceradan® Regimen for Atopic Dermatitis Management



\* Depending on the severity of the condition, consider a combination with anti-inflammatory therapy to reduce skin inflammation. It may take 1-2 weeks to see an overall improvement.





## Your Complete Next-Generation Emollient Regimen



### Ceradan® Advanced Barrier Cream

Intensive Therapy

**Ceradan®**  
ADVANCED



Ceramide-dominant ratio to optimally rebuild the protective skin barrier



Sustainably lowers skin pH to induce lipid production & suppress proteases activities



Sustainably lowers skin pH for up to 12 hours



AD / Dry / Sensitive Skin



All Age Groups



### Ceradan® Moisturising Wash

Cleanse

**Ceradan®**  
Moisturising Wash



Enriched with ceramide-dominant ratio to optimally rebuild the skin barrier



Gentle, soap-free, fragrance-free wash



Clinically proven to prevent 1 in 2 atopic dermatitis relapses among children in Singapore\*



AD / Dry / Sensitive Skin



All Age Groups



### Ceradan® Diaper Cream

Child Essential

**Ceradan®**  
Diaper Cream



Ceramide-dominant ratio to optimally rebuild the protective skin barrier



Zinc oxide helps to seal out wetness and protect skin against maceration



Octenidine is an effective agent to reduce skin bacteria



All Skin Types



All Age Groups



### Ceradan® Skin Barrier Repair Cream

Intensive Therapy

**Ceradan®**  
Skin Barrier Repair Cream



Ceramide-dominant ratio to optimally rebuild the protective skin barrier



Clinically proven to restore the skin's protective barrier\*



Clinically proven to prevent 1 in 2 atopic dermatitis relapses among children in Singapore\*



AD / Dry / Sensitive Skin



All Age Groups



### Ceradan® Gentle Cleanser

Cleanse

**Ceradan®**  
Gentle Cleanser



Non-lathering cleanser with ceramide-dominant ratio



Gentle. Free from SLS, paraben, fragrance and colourant



Hydrous gel texture. Can be used with or without water



All Skin Types



All Age Groups



### Ceradan® Hand Lotion Sanitiser

Child Essential

**Ceradan®**  
Hand Lotion Sanitiser



Ceramide-dominant ratio to maintain the skin's protective barrier



Alcohol-based to eliminate up to 99.9% of germs (e.g. bacteria, viruses and fungi)



pH 5.5 helps to prevent pH spike and protects the skin's natural lipids



All Skin Types



All Age Groups



### Ceradan® Soothing Gel

Intensive Therapy

**Ceradan®**  
Soothing Gel



Clinically proven to provide rapid itch relief\*



Dual action: Menthol provides cooling sensation; Polidocamol for itch relief



Clinically-tested Hypoallergenic



All Skin Types



All Age Groups



### Ceradan® Hydra Moisturiser

Moisturise

**Ceradan®**  
Hydra Moisturiser



Ceramide-dominant ratio to optimally rebuild the protective skin barrier



Light-textured hydrating moisturiser for easy application



Hyaluronate to boost skin hydration and retain moisture



AD / Dry / Sensitive Skin



All Age Groups



## Your Complete Next-Generation Emollient Regimen

- ✓ **Ceradan®** range\* contains **ceramide-dominant emollient** that replenishes the depleted ceramide in the defective skin barrier.<sup>6,8</sup>
- ✓ **Ceradan®** contains the **optimal ceramide ratio** of physiological lipids in 3:1:1 (ceramide: cholesterol: free fatty acids) ratio and is clinically shown to provide optimum protective skin barrier repair.<sup>6,8</sup>
- ✓ **Ceradan®** regimen is clinically proven to prevent **1 out of 2** atopic dermatitis relapses among children in Singapore.<sup>7</sup>
- ✓ **9 in 10** users are satisfied with their **Ceradan®** regimen and the majority would continue to use the regimen.<sup>7</sup>

### REFERENCES:

1. Ring J et al. Guideline for treatment of atopic eczema (atopic dermatitis) Part 1 J EADV 2012; 26: 1045-1060.
2. Atopic eczema in children: Management of atopic eczema in children from birth up to the age of 12 Years. NICE guidelines. Dec 2007.
3. Krakowski AC. Barrier repair: Where do we stand? Practical dermatol. 2013; 38-40.
4. Imokawa G et al. Decreased level of ceramides in stratum corneum of atopic dermatitis: an etiologic factor in atopic dry skin. J Invest Dermatol. 1991; 96(4): 523-6.
5. Macheleidt O et al. Deficiency of epidermal protein-bound omega-hydroxyceramides in atopic dermatitis. J Invest Dermatol. 2002; 119(1): 166-73.
6. Man MQ et al. Optimization of physiological lipid mixtures for barrier repair. J Invest Dermatol. 1996; 106: 1096-1101.
7. Koh M.J. et al. Comparison of the simple patient-centric atopic dermatitis scoring system PEST with SCORAD in young children using a ceramide dominant therapeutic moisturizer. Dermatol. Ther. (Hidelb). 2017; 7: 383-393.
8. Kircik LH, Del Rosso JQ, Aversa D. Evaluating clinical use of a ceramide-dominant, physiologic lipid-based topical emulsion for atopic dermatitis. J Clin Aesthet Dermatol. 2011 Mar;4(3):34-40.
9. Prakoeswa CRS et al. World dermatology congress abstract. Efficacy to control itch and disease severity in mild AD. June 2019.
10. Data on file.

\* Except for Ceradan® Soothing Gel



Hyphens Pharma Sdn Bhd  
L1-10 & L1-11, PJ Midtown,  
Jalan Kemajuan, Seksyen 13,  
46200 Petaling Jaya, Selangor, Malaysia.

☎ (603) 7931 6188 / 7932 5480

🌐 www.hyphens.com.sg

🌐 www.ceradan.com

📘 Ceradan Malaysia





# Hygienic Hands without Dryness

**Ceramide**  
**Hand Lotion Sanitiser**  
2-in-1 hand lotion with ceramide-dominant formulation in optimal 3:1:1 ratio:  
• Provides optimal hand hygiene and moisturisation  
• Contains alcohol to kill 99.9% of germs



**Ceradan® Hand Lotion Sanitiser** is a high-performance hand lotion with sanitising effect that **protects your hands against harmful germs** and **moisturises with ceramide-dominant essential skin lipids** to maintain a healthy skin protective barrier.

**NEW**



Alcohol-based to eliminate up to 99.9% of germs (e.g. bacteria, viruses and fungi)



pH 5.5 helps to prevent pH spike and protects the skin's natural lipids



For all skin types, including eczema-prone, dry and sensitive skin



For all age groups



NO fragrance, paraben or colourant



**Hyphe Pharma Sdn Bhd**  
L1-10 & L1-11, PJ Midtown, Jalan Kemajuan, Seksyen 13,  
46200 Petaling Jaya, Selangor, Malaysia.

 (603) 7931 6188 / 7932 5480

[www.ceradan.com](http://www.ceradan.com)

 Ceradan

 Ceradan Malaysia





# Rebuild Your Skin with Gentleness

**3:1:1**  
CERAMIDE  
DOMINANT  
RATIO



NUMBER

**1**

**TOP OF  
MIND  
BRAND**



**BY PRIVATE  
DERMATOLOGISTS\***

IQVIA 2018  
Recommendation Tracker



**Ceradan® Gentle Cleanser** is a gentle, soap-free, face and body cleanser that not only hydrates and soothes, but also rebuilds the skin barrier as it cleans. Hypoallergenic, free from SLS/SLES, paraben, colourant and fragrance to eliminate potential irritants. Can be used with/without water and is suitable for all skin types, including dry and sensitive skin.



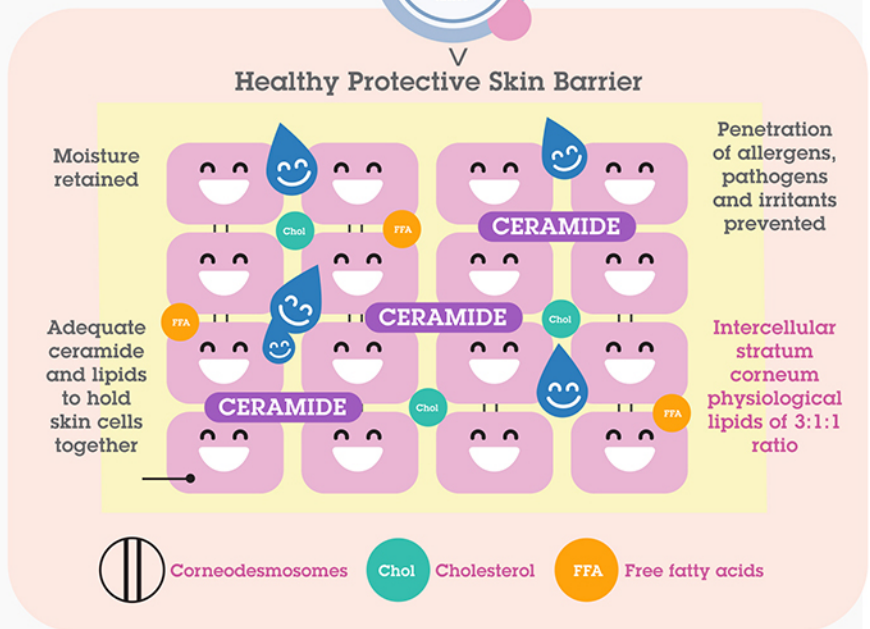
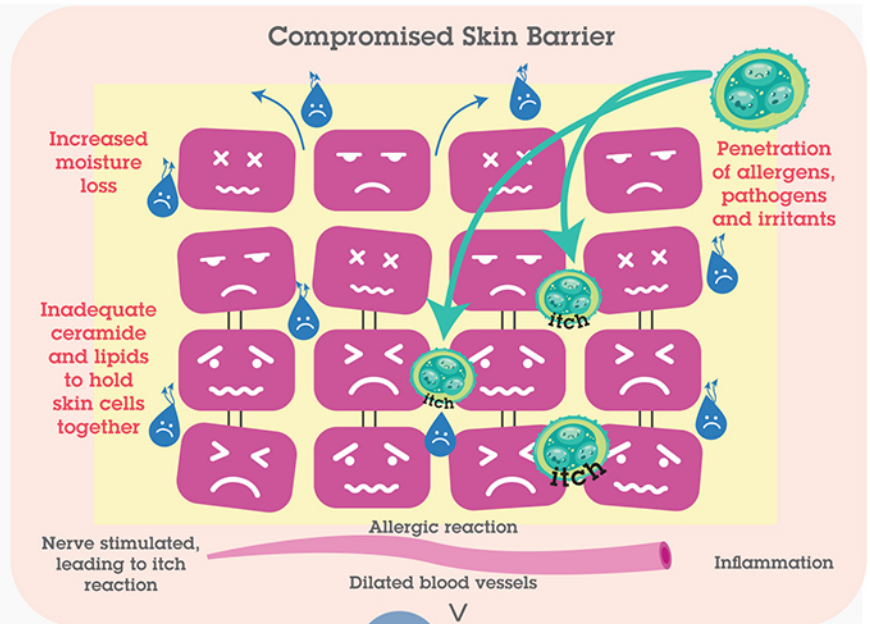


In dry and sensitive skin, ceramide is often lacking leading to skin barrier defects. Unlike traditional cleansers, **Ceradan® Gentle Cleanser** contains ceramide-dominant essential skin lipids in optimal ratio to rebuild your skin's protective barrier.

Ceramide alone is not enough. Studies show that it has to be in a 3:1:1 optimal ratio of ceramide, cholesterol and free fatty acids to rebuild your skin barrier<sup>1</sup>

**References:**

Man MQ, M et al. Optimization of physiological lipid mixtures for barrier repair. J Invest Dermatol. May 1996;106 (5) :1096-1101





**Hyphens Pharma Sdn Bhd**

L1-10 & L1-11, PJ Midtown, Jalan Kemajuan, Seksyen 13,  
46200 Petaling Jaya, Selangor, Malaysia.

 **(603) 7931 6188 / 7932 5480**

[www.ceradan.com](http://www.ceradan.com)

 **Ceradan**

 **Ceradan Malaysia**

