

Managing dry skin conditions in the pharmacy

with a spotlight on atopic eczema

During the dry skin consultation
pharmacy teams should ask patients:

- 1 What symptoms do they have?
- 2 Are there any potential trigger factors?
- 3 Have they previously tried any treatment for their skin?
- 4 Would the patient benefit from an emollient?
- 5 Which formulation would be most appropriate?
- 6 Do they know how often and how to apply an emollient?



NO OTHER EMOLLIENT TREATS MORE DRY SKIN CONDITIONS THAN E45 CREAM*

C+D Counter Assist

Created and brought to you by

E45

Straightforward Skincare

E45 Itch Relief Cream. Active Ingredient: Lauromacrogols 3.0% w/w, Urea 5.0% w/w **Indications:** Treatment of pruritus, eczema, dermatitis, and scaling skin conditions where an antipruritic and/or hydrating effect is required. **Legal Category:** GSL. **MA holder:** Crookes Healthcare Ltd, NG2 3AA. Information about this product, including adverse reactions, precautions, contra-indications, and method of use can be found at: <https://www.medicines.org.uk/emc/product/378/smpc>. **Hc45 Hydrocortisone Cream. Active Ingredient:** Hydrocortisone Acetate BP 1.0% w/w **Indications:** Irritant contact dermatitis, allergic contact dermatitis, insect bite reactions, mild to moderate eczema. **MA Holder:** Reckitt Benckiser Healthcare (UK) Ltd, SL1 4AQ. **Legal category:** P. Information about this product, including adverse reactions, precautions, contraindications, and method of use can be found at: <https://www.medicines.org.uk/emc/product/5651>. **E45 Cream. Active Ingredients:** White Soft Paraffin 14.5% w/w, Light Liquid Paraffin 12.6% w/w and Anhydrous Lanolin 1.0% w/w. **Indications:** For the symptomatic relief of dry skin conditions, where the use of an emollient is indicated, such as flaking, chapped skin, ichthyosis, traumatic dermatitis, sunburn, the dry stage of eczema and certain dry cases of psoriasis. **MA Holder:** Reckitt Benckiser Healthcare (UK) Ltd, Slough, SL1 4AQ, UK. **Legal category:** GSL. Information about this product, including adverse reactions, precautions, contra-indications, and method of use can be found in the SPC at: <https://www.medicines.org.uk/emc/product/6586/smpc>.

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