

Dr.Hauschka Med PRESS RELEASE

Dr.Hauschka Med Acute Care Potentilla helps to reduce redness and itching Clinical studies confirm soothing skin-care effects and very good skin tolerability in children and adults

Bad Boll/Eckwälden, 2 May 2018 – What begins with just a bit of redness and itching can eventually lead to the development of inflammation. This often results from a cycle of itching and scratching – especially in children.

Dr.Hauschka Med Acute Care Potentilla can help here, providing soothing care that helps to restore irritated and reddened skin to its natural balance. It offers rapid relief of itching at the first sign of reddened skin.

The anti-inflammatory effect of *Potentilla officinalis*, commonly known as tormentil, has been tested and confirmed in comprehensive studies¹ performed by the Department of Dermatology at the University Medical Center of Freiburg, Germany. The study findings also prove the very good effectiveness and tolerability of Dr.Hauschka Med Acute Care Potentilla. Reddened, inflammation-prone areas of skin are immediately soothed, and itching is reduced quickly with lasting effect. Children in particular benefit from a rapid improvement in their skin condition. Acute Care Potentilla provides soothing care at the beginning of a flare-up of skin hypersensitivity and is very well tolerated by sufferers, including young children.

Studies show a reduction in itching and redness

The researchers working with Prof. Dr. Christoph Schempp have confirmed the strong soothing and redness-reducing effects of Dr.Hauschka Med Acute Care Potentilla. Among volunteers in an UV erythema test, redness decreased very significantly. In an application study conducted by physicians, the measured intensity of redness and itching significantly decreased after two weeks among adults, children and toddlers suffering from very dry skin and hypersensitive skin; the toddler/child group saw improvement after just one week. "We can confirm the soothing effects of Dr.Hauschka Med Acute Care Potentilla. Furthermore, it shows very good tolerability and efficacy, including when

¹ Hoffmann J. et al. Tannins from *Potentilla officinalis* display anti-inflammatory effects in the UV erythema test and on atopic skin. JDDG 2016; 14(9): 917–923.

applied to the skin of children with hypersensitivity," states Prof. Dr. Schempp. One particularly gratifying finding showed that redness and itching not only decreased quantifiably, but also that the volunteers themselves experienced tangible relief and perceived an improvement in their skin condition.

Tormentil extract has anti-inflammatory and soothing effects

Potentilla officinalis is a member of the rose family and has a high tannin content. In traditional medicine, it is used to treat inflammation and bleeding of the skin and mucous membranes. Dr.Hauschka Med researched the use of tormentil on skin that is prone to hypersensitivity for the first time and made the potent extract from its rootstock available for Acute Care Potentilla. The root quickly turns red after it is cut, resembling reddened and inflamed skin. This led to the idea that it might have anti-inflammatory effects, which were then clinically proven and confirmed by the Freiburg study.

Breaking the cycle of itching and scratching

A vicious cycle develops when an acute case of skin hypersensitivity occurs, especially in children. Reddening is followed by itching; the child scratches and the redness increases. Often products containing cortisone are then used to fight the flare-up. As Prof. Dr. Schempp notes, "Administering corticoids to facial skin should be regarded critically, especially in children. Dr.Hauschka Med Acute Care Potentilla provides care and has a fast and lasting effect." Acute Care Potentilla is an effective skin-care product which can be given concomitantly as a natural care option to support treatment, especially for children.

For adults and children older than one year who suffer from very dry and hypersensitive skin, the acute care product containing tormentil extract is a gentle alternative for providing relief to reddened, irritated and itchy skin. Annette Greco, Director of Development at WALA Heilmittel GmbH, states, "The study shows that Dr.Hauschka Med Acute Care Potentilla supports skin that is prone to inflammation and offers effective relief just before an acute phase begins, reducing initial reddening. It is also clear that the scientifically quantifiable effect is something that patients can see for themselves."

Dr.Hauschka Med special care system provides tangible relief for the skin and all those affected

Dr.Hauschka Med's special care system is geared precisely towards the requirements of very dry and hypersensitive skin. The products provide the skin with effective support in every phase:

The **basic care** offered by **Dr.Hauschka Med Ice Plant Face Cream** and **Dr.Hauschka Med Ice Plant Body Care Lotion** strengthens very dry, flaky skin. **Dr.Hauschka Med Intensive Ice Plant Cream** provides stabilising **intensive care** to very dry, itchy parts of the skin, while **Dr.Hauschka Med Acute Care Potentilla** offers soothing **acute care** when applied to areas of reddened, irritated and itchy skin.

After the acute care product is applied – several times a day to the affected area – the intensive care product should be applied again for some time to these spots to restore the skin to long-term stability and reduce the frequency of the flare-ups.

Additional studies of the basic and intensive care products – especially involving infants and toddlers suffering from very dry and hypersensitive skin – confirm not only the positive effects on the skin's condition and protective barrier, but also that regular application of the products has a positive effect on the entire family's quality of life.²

² Schario M. et al. Children with dry skin and atopic predisposition: daily use of emollients in a participant-blinded, randomized, prospective trial. *Skin Pharmacol Physiol* 2014; 27: 208–216.
Sawatzky S. et al. Children with dry skin and atopic predisposition: outcome measurement with validated scores for atopic dermatitis. *Skin Pharmacol Physiol* 2016; 29: 148–156.

WALA Heilmittel GmbH – Nature's treasures transformed for you

"Nature's treasures transformed for you" – this has been WALA Heilmittel GmbH's guiding principle ever since the company was founded in 1935. WALA harnesses the rhythms of polarities such as warmth/cold, darkness/light and rest/movement for its range of personal and health care products. These compositions are based on natural substances that, wherever possible, are obtained from certified organic or Demeter sources and under fair conditions. Today, the foundation-owned company exports WALA Medicines and Dr.Hauschka Skin Care products to over 40 countries. WALA employs around 1000 people and generated sales of EUR 130 million in 2016.

Dr.Hauschka Med products are available from authorised retailers, including natural food stores, natural beauty shops, department stores, perfume stores, pharmacies and Dr.Hauschka Estheticians. The WALA and Dr.Hauschka Service Team will be pleased to give you the names of suppliers in your region or answer any other questions. They can be reached by phone at +49 7164 930 181 Monday to Friday between 8 a.m. and 5 p.m. Further information on natural skin care can be found at www.naturalbeauty.de.

www.wala.de

www.dr.hauschka-med.de/english

WALA®, WALA Logo®, viaWALA®, Dr.Hauschka Med®, Dr.Hauschka®, Dr.Hauschka CulturCosmetic®, CulturCosmetic® and Dr.Hauschka Design are registered trademarks of WALA Heilmittel GmbH.