

It's a real skin-win situation

GREAT NEW PSORIASIS TREATMENT LAUNCHED

A gentle psoriasis treatment clinically proven to be as effective as salicylic acid in removing plaques is being brought to the UK by Purple Orchid.

Unlike acid, Loyon® has no negative side effects, can be used with other treatments such as phototherapy, and is suitable for children and the elderly, and patients with renal conditions or widespread psoriasis.

It has also been successfully used on infants with cradle cap.

Since results in trials have been seen in just a few days, it brings hope for summer, when many people find it hard to expose the condition of their skin.

A systematic review of keratolytics and emollients showed psoriasis causes impairment in quality of life "equivalent to that from major systemic diseases such as arthritis, type 2 diabetes, chronic lung disease and myocardial infarction".

Loyon® has a fast-spreading combination of emollients and dimethicones, which protect and moisturise the skin. This unique formulation 'creeps' under the scales, softening them while reducing water loss and keeping the skin hydrated.

Plaques of hard skin are then more easily removed,

"Results in trials have been seen in just a few days"

and treatments such as phototherapy will be much more effective.

A key benefit of Loyon® is that spot bleeding and infection are unlikely when plaques are removed in this gentle way. This is thanks to the solution spreading into the intercorneocytic space and increasing the intercorneocytic pressure, which loosens the intercorneocytic junctions and causes descaling.

Also, the occlusive effects of both ingredients reduce the transepidermal water loss

(TEWL) and a hydrating of the scales. The first effect is supported by the second.

Salicylic acid is the main keratolytic treatment in the UK, but side effects include skin irritation and burning, headaches and bleeding (NHS Choices). Loyon® has no colourants, preservatives or fragrance.

Purple Orchid MD Dr Karen Gardiner explains why it is such a welcome innovation: "Psoriasis

sufferers often rely on a combination of treatments. Loyon® can be used in this way. Unlike salicylic acid, it can also be used with Vitamin D and urea treatments.

"Trials have shown that it is well tolerated, bringing fast relief and allowing people to go about their daily lives."



New treatment is a psor-away success

Photos taken during clinical trials show why a new treatment for psoriasis and cradle cap is a soaraway success.

LOYON®, brought to the UK by Purple Orchid, is a gentle, non-toxic keratolytic therapy.

It surged to be market leader within three months of launch last year in Germany, where it is manufactured by Pohl Boskamp, and it's still gaining popularity.

The photos on the top row are from a study which was presented pre-publication as a poster¹ at the 7th International Congress of Psoriasis in London.

It showed that LOYON® was as effective as 10% salicylic acid at improvement of ≥ 0.5 points in PSSI scaling scores, without the negative side effects. LOYON® can also be used with other treatments such as phototherapy.

It is a solution with Cetiol® CC (dicaprylyl carbonate), a fast-spreading emollient with excellent dermatological compatibility. This is combined with dimethicones (polydimethylsiloxane/silicones), which also serve as skin protectants and moisturisers.

The viscosity of LOYON® and its creeping and spreading properties allow it to readily flow underneath the scales and loosen the connections between cells. Plaques can then be removed easily in a gentle way without spot bleeding and risk of infection.



SCALP BEFORE



AFTER 8 DAYS



BODY BEFORE



AFTER 8 DAYS



INFANT BEFORE



AFTER 8 DAYS



Jacobi A, Mayer A, Anastasiadou Z, Augustin M. Keratolytic activity of a novel topical dimeticon formulation (PB/LO-112) compared to 10% salicylic acid oil in patients with psoriasis capitis. 7th International Congress Psoriasis: From Gene to Clinic; 2014 December 11-13; London, UK.