

# PRODERMA COSMECEUTICI'S CLEANSERS: EFFECTIVE ACTION RESPECTING THE SKIN

| CLEANSERS BY CONTRAST        | BETAINES<br>optimal cleansing action<br>pH adaptability<br>excellent tolerability<br>bacteriostatic power | ACYLGLUTAMATES<br>fair cleanser<br>antibacterial<br>reduction activities<br>irritancy of other<br>surfactants | CHLORHEXIDINE<br>broad-spectrum<br>antiseptic: yeasts and<br>dermatophytes | CORN STARCH<br>restoring action   | MOISTURIZING<br>COMPLEX<br>very low coefficient of<br>irritation<br>high hygroscopicity<br>and moisture slow<br>release | TRIAMINODIL®<br>tested by clinical trials on<br>Alopecia<br>similar action to minoxidil<br>doesn't reduce systemic<br>pressure<br><b>ZN PYRITHIONE</b><br>excellent anti dandruff and<br>anti exfoliation action | COADJUVANTS<br>FOR   |
|------------------------------|---|---|--|---|---|--|--|
| NOVOXIDYL<br>SHAMPOO         | P   | P   |  |   | P   | P  | Alopecia<br>SEBORRHEA<br>dandruff<br>desquamation  |
| DEACNIL<br>MILK              | P   | P   | P  | P   | P   |  | ACNE<br>(ANY TYPE<br>AND<br>SYMPTOMS)<br>SEBORRHEIC SKIN   |
| LENIDERMINA<br>CLEANSER      | P   | P   | P  |   | P   |  | IDD<br>IRRITATIONS<br>INFLAMMATION<br>SORES AND WOUNDS<br>CLEANSING                                      |
| CLEANSERS BY AFFINITY        | BETAINES<br>optimal cleansing action<br>pH adaptability<br>excellent tolerability<br>bacteriostatic power | VEGETABLE<br>BODY OILS<br>soy<br>jojoba<br>wheat germ   | HAIR OILS<br>WATER SOLUBLE<br>high-tech fluids                             | ESSENTIAL OILS<br>EUCALYPTUS PINE<br>balsamic and anti-<br>inflammatory power | LANOLIN<br>ALCOHOLS ESTERS<br>improve the skin<br>biocompatibility of<br>other active                                   | COMPLEX<br>MOISTURIZING<br>very low coefficient of<br>irritation<br>high hygroscopicity<br>slow release of moisture  | INDICATED<br>FOR   |
| BADENOIL                     |   | P   |  | P   | P   |  | HYPERSENSITIVITY TO<br>CONVENTIONAL<br>CLEANSERS<br>VERY DELICATE SKIN<br>XEROSIS<br>HYPERKERATOSIS      |
| NOVOXIDYL<br>SHAMPOO<br>SOFT | P   |   | P  |   |   | P  | delicate hair<br>CRADLE CAP<br>FREQUENT USE<br>IN COMBINATION WITH<br>SHAMPOOS BASED ON<br>ZN PYRITHIONE |

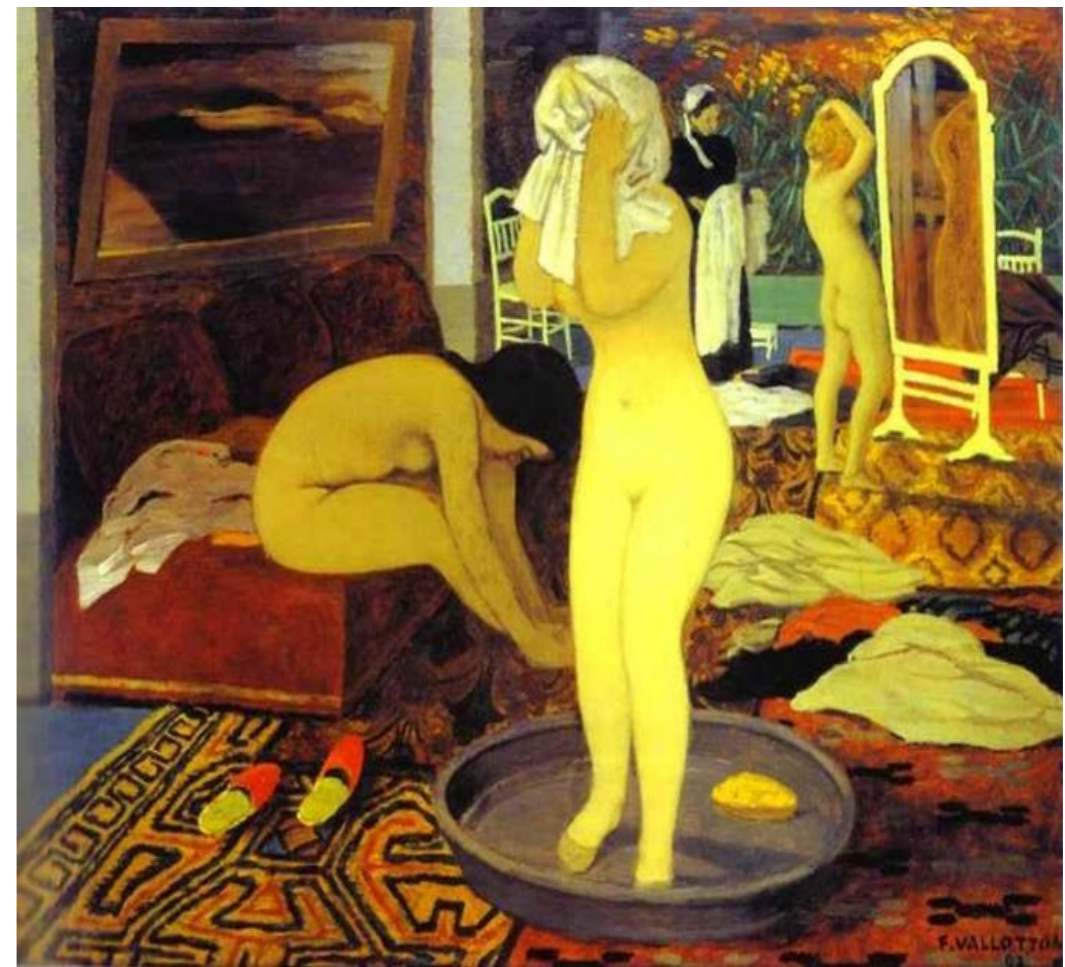
Directions for use:  
For shampoos and contrast cleansers: in according to the indications of Medical Specialist and individual habits. Use lukewarm water and/or hair dryer.  
For Badenoil: adding into tub 2 scoops and remain immersed. Dry without rinsing. In the shower use pure with a sponge and then rinse. Apply pure with moderation using the spray on part to be treated and remove excess by gently dabbing.

**Bibliography:**

- The ability of betaine to reduce the irritating effects of detergents assessed visually, histologically and by bioengineering methods. Skin Research and Technology February 2003, vol. 9, no. 1, pp. 50-58(9) Nicander I.[1]; Rantanen I.[2]; Rozell B.L.[3]; Söderling E.[2]; Ollmar S.[4] 1] Department of Dermatology I 43, Huddinge University Hospital, SE-14186 Huddinge, Sweden [2] Institute of Dentistry, University of Turku, FIN-20520 Turku, Finland [3] Department of Pathology, Huddinge University Hospital, SE-14186 Huddinge, Sweden [4] Division of Medical Engineering, Karolinska Institutet, NOVUM, SE-14186 Huddinge, Sweden.
- The use of different concentrations of betaine as a reducing irritation agent in soaps monitored visually and non-invasively. Skin Research and Technology - February 2003, vol 9, no. 1, pp 43-49(7) Nicander I.[1]; Åberg P.[2]; Ollmar S.[2] [1]Department of Dermatology I 43, Huddinge University Hospital, SE-14186 Huddinge, Sweden [2]Division of Medical Engineering, Karolinska Institutet, NOVUM, SE-14186 Huddinge, Sweden

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The cleansing by  
**Proderma Cosmeceutici**  
cleansers by affinity and contrast



# CURRENT CLEANSERS LOCATION

NUMBER OF USERS, RISKS OF HYPERSENSITIZATION AND THE MASSIVE PRESENCE OF MASS-MARKET PRODUCTS, POSITION THE CLEANSERS AMONG THE COSMECEUTICAL PRODUCTS WHICH REQUIRE MORE ATTENTION FROM PHYSICIANS AND CONSUMERS.

THIS REALITY URGES PRODUCERS TO OFFER A CLASS OF CLEANSERS OF HIGH QUALITY PROFILE THAT SHOW THE BEST RATIO BETWEEN CLEANSING ACTIVITY AND SIDE EFFECTS.

THE MOST COMMON CLEANSERS CAN:

- ✓ Destroy the hydrolipid film
  - ✓ Dehydrate the skin
  - ✓ Move the skin pH towards alkalinity
- THEREFORE  
THEY PRODUCE A PRIMARY SKIN IRRITATION

# TYPES OF CLEANSING

## CLEANSERS BY CONTRAST

(Antithetical cleansing to the skin physiology and hydrolipid film)

## CLEANSERS BY AFFINITY

(Homologous cleansing to the skin physiology and hydrolipid film)

**SOAPS:** triglycerides + NaOH or KOH  
**SYNDET:** soapless products exclusively based on **SURFACTANTS** such as **amphoteric, non-ionic, cationic and anionic (extra degreasing and drying)**

**CLEANSING OILS**  
**BODY:** **MINERAL:** more oiliness and less biocompatible  
**VEGETABLE:** minimum oiliness, max biocompatibility and skin compliance  
**FOR HAIR:** high-tech fluids (water-soluble oils)

## SURFACTANTS WITH A BETTER RATIO CLEANSING / TOLERABILITY

| AMPHOTERIC   | NON-IONIC  |
|--|--|
| a) high cleaning power<br>b) adaptability of the pH to application zone<br>c) excellent skin tolerability<br>d) bacteriostatic power | a) reasonable cleaning activity<br>b) antibacterial power<br>c) reduction of irritation power of other surfactants<br>d) promotion of skin healing |

## CLEANSING OILS WITH A BETTER RATIO CLEANSING / COMPLIANCE

| VEGETABLE   | FOR HAIR + AMPHOTERIC  |
|---|--|
| a) extra delicate cleansing activity<br>b) rich in polyunsaturated fractions<br>c) reduced greasiness after use<br>d) reduction of hyperkeratosis and xerosis | a) possible use with greasy hair<br>b) reduced rebound effect<br>c) anti-static and balsamic<br>d) softening and solubilizing cradle cap |

# THE INNOVATIVE PROPOSALS BY PRODERMA COSMECEUTICI WITHOUT ANIONIC SURFACTANTS

## CLEANSING BY CONTRAST

The international literature has shown that the **BETAINES** are the best amphoteric surfactants (they wash 5 times more and exsiccate 7 times less than the normal anionic surfactants).

Worldwide trials conducted on seriously inflamed skin, indicate the **ACYLGLUTAMATES (AGS)** as the best among the nonionic surfactants and in any case among the surfactants the best ever.

PRODERMA Cosmeceutici cleansers with **BETAINES**

- \* **Novoxidyl shampoo**
- \* **Deacnil milk**
- \* **Lenidermina cleanser**
- \* **Novoxidyl shampoo soft**

PRODERMA Cosmeceutici cleansers with **ACYLGLUTAMATES**

- \* **Novoxidyl shampoo**
- \* **Deacnil milk**
- \* **Lenidermina cleanser**

## CLEANSING BY AFFINITY

**BODY OILS EXCLUSIVELY VEGETABLE**

- + **Rich in polyunsaturated**
- + **Antioxidant power**

**HAIR OILS AND AMPHOTERIC SURFACTANTS**

- + **Cleaning activity**
- **Side effects**

PRODERMA Cosmeceutici cleansers with **VEGETABLE OILS**

- \* **Badenoil**

PRODERMA Cosmeceutici cleansers with **HAIR OILS + AMPHOTERIC**

- \* **Novoxidyl shampoo soft**

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**Abstract:** A novel approach for reducing the undesired irritating properties of detergents on skin might be offered by betaine, which is a natural product derived from the sugar beet. The aim of the study was to explore the ability of betaine to reduce the irritating effects of two surfactants, sodium lauryl sulphate (SLS) and cocamidopropylbetaine (CAPB). For evaluation of changes in skin reactions visual scoring, electrical impedance, transepidermal water loss and histology were used.  
**Result:** CAPB was found to be less irritating than SLS. The used detergents gave rise to distinctive impedance patterns also reflected by different types of histopathological skin responses. After the adding of betaine, the irritant reaction decreased for both detergents.  
**Conclusion:** Betaine is a promising ingredient to reduce the side effects of detergents and electrical impedance is a suitable tool both to quantify the degree of irritation as well as to differentiate between various types of reactions.

The use of different concentrations of betaine as a reducing irritation agent in soaps monitored visually and non-invasively. Skin Research and Technology - February 2003, vol 9, no. 1, pp 43-49(7) Nicander I.[1]; Åberg P.[2]; Olmar S.[2] 1] Department of Dermatology 143, Huddinge University Hospital, SE-14186 Huddinge, Sweden [2] Division of Medical Engineering, Karolinska Institutet, NOVUM, SE-14186 Huddinge, Sweden.  
**Abstract:** Products containing detergents can damage the skin and give rise to irritant contact dermatitis. Therefore, attempts have been made to find less irritating detergents as well as substances decreasing undesired side-effects of detergents, and a novel approach is offered by betaine. The aim of the study has been to determine the irritating properties of some liquid soaps for personal hygiene and to map the effect of different concentrations of betaine using electrical impedance, transepidermal water loss and visual.  
**Methods:** Twenty-eight healthy subjects were patch tested with different commercial soaps with and without betaine and sodium lauryl sulphate on both volar forearms for 24 h. A site with distilled water and an unoccluded area were used as references. Responses of the skin reactions were evaluated by visual inspection and by measuring trans-epidermal water loss and electrical impedance before application and 24h after removal of the chambers.  
**Results/conclusions:** Significant skin reactions were found for all soaps tested but the soaps containing betaine were the least irritating. However, the skin irritation did not decrease with increasing concentrations of betaine in the tested range.  
On the whole the differences between the pro-

ducts were not large. The non-invasive methods used were more sensitive than visual assessment for evaluation of invisible or barely visible skin responses.

2004 aprile 21 - Protelan AG 8 - un nuovo acylglutamate con le applicazioni eccezionali.

Gli acidi grassi liberi sono essenziali per l'effetto della barriera dell'epidermide. Ancora mantengono la pelle (1) supple, flessibile e ben moisturized. Fluhr ed altri segnalano che la generazione degli acidi grassi liberi dai fosfolipidi regola il corneum dello strato. l'acidificazione e l'integrità (2). In questo studio, i risultati ottenuti da Fluhr colleghi dimostrano l'importanza della conversione dei fosfolipidi ad acido grasso libero per acidificazione normale del corneum dello strato. Inoltre dimostrano il ruolo potenzialmente importante di questa via, e non soltanto per l'omeostasi della barriera ma anche per la funzione doppia del corneum dello strato, integrità e coesione. L'applicazione dell'acido palmitico, stearico o linoleico normalizza il pH del corneum ed anche le anomalie funzionali dello strato. Gli aminoacidi sono inoltre molecole molto importanti per la pelle: NMF (fattore moisturizing naturale), nome dato al gruppo delle sostanze idrosolubili presenti sul corneum dello strato e parzialmente responsabile del relativo potenziale di coordinazione dell'acqua, contiene circa il 40% dei aminoacidi (vedi tabella 1). Tabella 1 - Composizione in NMF - La composizione in NMF è la seguente (3,4): 17 aminoacidi liberi (glicina compresa, serina, alanina, asparagina, ornitina, citullina, prolina ed altre) ed i loro sali 40%, PCA (spesso come sale del sodio) 12%, Glucosamina, Creatinina, Ammoniacca, Acido Unico 1,5%, Urea 7%, Sodio 5%, Calcio 1,5%, Potassio 4%, Magnesio 1,5%, Fosfati 0,5%, Cloruri 6%, Lattati 12%, Citrati, formati 0,5%, Frazioni indeterminate 8,5-11% del peso a secco dell'epidermide è contenuto i aminoacidi liberi, con la parte principale presente sulla superficie della pelle (corneum dello strato). Ancora, mentre la cistina e la cisteina sono assenti nell'epidermide (ma nel presente nei capelli) tutti i 19 aminoacidi fisiologici restanti sono presenti nell'epidermide a concentrazione 200 volte più superiore a in plasma (5). Kawasaki, Sakamoto e Maibach (6) suggeriscono l'esistenza di micro scarchature per la permeazione dei aminoacidi in pelle umana ed anche nei vantaggi ottenuti usando i aminoacidi per mantenere il moisturization ed impedire la siccità della pelle. Ora la domanda è: come è possibile unire i benefici di queste due molecole importanti, quei aminoacidi di mezzi ed acidi grassi? Se abbiamo un breve sguardo alle proprietà dell'epidermide durante il processo di keratinization, vediamo che una grande quantità di enzimi che vengono dai corpi che di Odland (7) è eccitata nell'ambiente extracellulare. Gli esempi di questi enzimi sono: lipasi acida, fosfolipasi, carbosipeptidasi, fosfatasi acida e così via. Per le reazioni inducono, se applichiamo un aminoacido acilato sulla pelle che sarà tagliato in due componenti, cioè l'acido grasso ed l'aminoacido. Il giunto di queste due molecole in un singolo agente tensioattivo conduce a molti vantaggi. I benefici importanti e le applicazioni principali Protelan AG 8, quel glutammato disodico di Capryloyl di mezzi, possono essere in modo da ricapitolato:  
**Benefici importanti**  
regolazione di odore del cuoio capelluto e del corpo, controllo del sebo, moisturization della pelle, sussidio nei disordini della pelle.

