

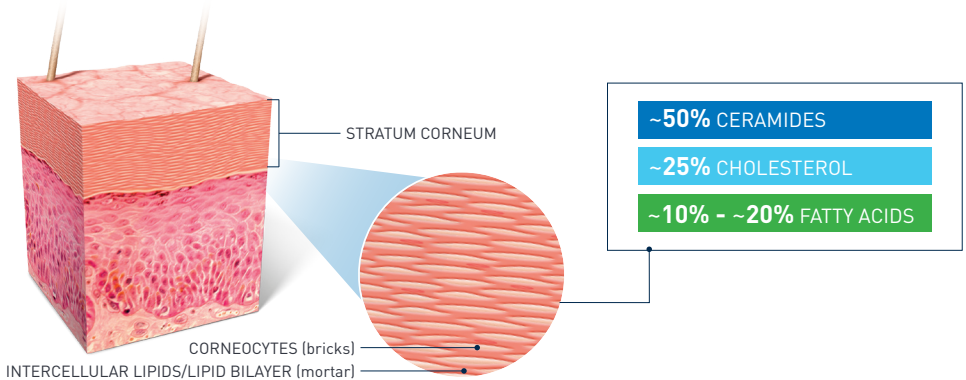
NEW

CeraVe
DEVELOPED WITH DERMATOLOGISTS

THERAPEUTIC SKINCARE FOR ALL

THE IMPORTANCE OF CERAMIDES IN HEALTHY SKIN

The organisation of the lipid bilayer, **consisting of approximately 50% CERAMIDES^{1,2}**, is imperative to an effective skin barrier, helping to maintain the water balance in the stratum corneum.



EFFICACY DRIVEN BY A UNIQUE SYNERGY

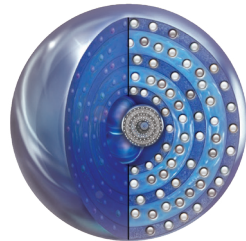
CERAMIDES

A combination of 3 essential ceramides to help replenish skin's existing ceramides, relieve dry skin and help restore the skin barrier



MVE TECHNOLOGY

A revolutionary delivery system, which releases moisturising ingredients for all day hydration, layer by layer, to help keep skin feeling soft and comfortable^{3,4}



1. Sahle FF, Gebre-Mariam T, Dobner B, Wohlrab J, Neubert RH. Skin diseases associated with the depletion of stratum corneum lipids and stratum corneum lipid substitution therapy. *Skin Pharmacol Physiol.* 2015;28(1):42-55. 2. Del Rosso JQ. Repair and maintenance of the epidermal barrier in patients diagnosed with atopic dermatitis: an evaluation of the components of a body wash-moisturiser skin care regimen directed at management of atopic skin. *J Clin Aesthet Dermatol.* 2011;4(6):45-55. 3. Lynde CW, Andriessen A, Barankin B, et al. Moisturisers and ceramide-containing moisturisers may offer concomitant therapy with benefits. *J Clin Aesthet Dermatol.* 2014;7(3):18-26. 4. Draelos ZD. The effect of ceramide-containing skin care products on eczema resolution duration. *Cutis.* 2008;81(1):87-91.



CeraVe

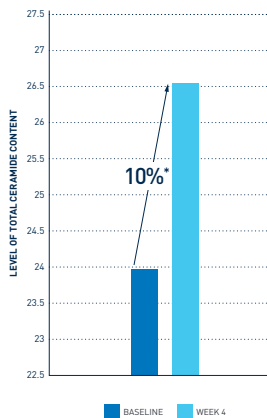
DEVELOPED WITH DERMATOLOGISTS

CERAVE MOISTURISING CREAM INCREASES LIPID CONTENT IN THE STRATUM CORNEUM

In a recent study, 50 women with dry to very dry skin used CeraVe Moisturising Cream, comparing treated and untreated legs for 28 days.¹

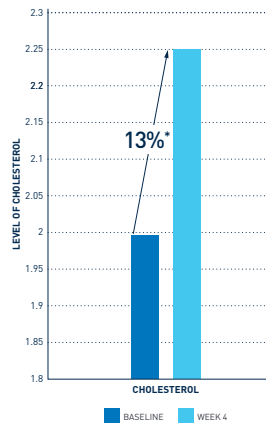


10% INCREASE
in total ceramide content



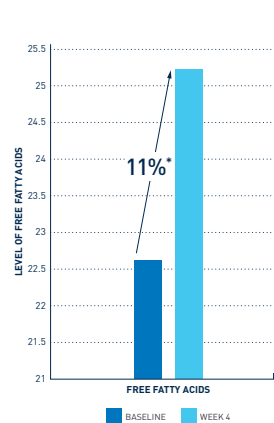
* $P < 0.001$
Statistically significant. All calculations included are from baseline.

13% INCREASE
in cholesterol levels



* $P < 0.001$
Statistically significant. All calculations included are from baseline.

11% INCREASE
in free fatty acids levels



* $P < 0.001$
Statistically significant. All calculations included are from baseline.

CERAMIDE DEFICIENCY MAY BE ASSOCIATED WITH COMMON SKIN CONDITIONS, SUCH AS²⁻⁴

Psoriasis



Acne Vulgaris



Eczema/
Atopic Dermatitis



Aged/Dry Skin



Rosacea



FRAGRANCE-FREE | NON-COMEDOGENIC | NON-IRRITATING | ALLERGY-FRIENDLY



1. Draelos Z. CeraVe Dry Skin Study. Data on file. 2018. **PROTOCOL:** A 4-week, single center, controlled clinical study was conducted on 49 women ages 30-65, with dry to very dry skin. Moisturising Cream was applied twice daily on one lower leg; the other leg remained untreated. Efficacy and tolerability evaluations were conducted at baseline, immediate, day 3, week 4, and a 48-hour regression. Bioinstrumental measurements were taken and self-assessment questionnaires were administered at baseline, day 3, week 4, and a 48-hour regression. Assessments were made on both the treated and untreated areas.
 2. Del Rosso JQ. Repair and maintenance of the epidermal barrier in patients diagnosed with atopic dermatitis: an evaluation of the components of a body wash-moisturiser skin care regimen directed at management of atopic skin. *J Clin Aesthet Dermatol.* 2011;4(8):45-55.
 3. Del Rosso JQ. Incorporation of a barrier protection cream in the management of chronic hand dermatitis: focus on data supporting an established hand protectant formulation and modifications designed to assist in barrier repair. *J Clin Aesthet Dermatol.* 2014;7(2):40-48.
 4. Lynde CW, Andriessen A, Barankin B, et al. Moisturisers and ceramide-containing moisturisers may offer concomitant therapy with benefits. *J Clin Aesthet Dermatol.* 2014;7(3):18-26.
 ** Applies to CeraVe's Moisturising Cream