



*BioNike*  
HEALTH AND BEAUTY



PROXERA  
PSOMED

Adjuvant treatments for dry,  
xerotic skin and desquamative states

For the sake of sensitive skin

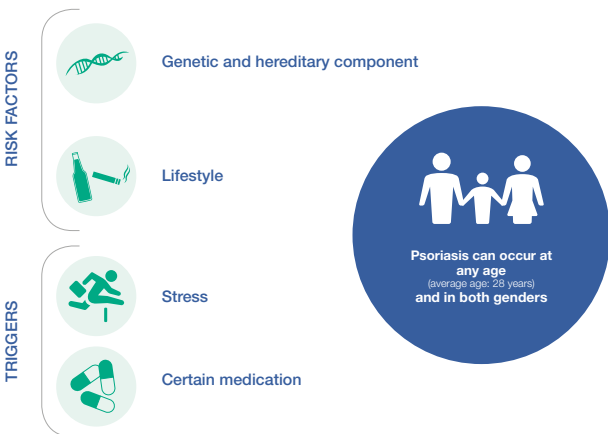
NICKEL TESTED |  FREE FROM PRESERVATIVES · FRAGRANCES · GLUTEN

# What is Psoriasis?

**Psoriasis** is an erythematous-desquamative dermatosis, that is a non-contagious inflammatory skin disease which occurs with reddened skin areas and desquamation, especially in certain parts of the body.

## What causes psoriasis?

Rather than causes, research has identified **risk factors** and **triggering factors**:

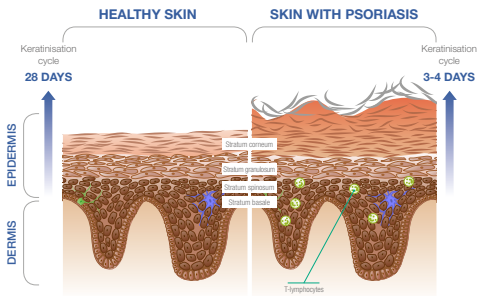


Psoriasis is not just a skin manifestation, but actually a chronic inflammatory condition which involves an **alteration of the immune system**.

# How does psoriasis occur?

Changes to the immune system cause a strong acceleration of the skin cell turnover cycle.

In **physiological conditions**, epidermis cells take about **4 weeks** to go from the basal layer all the way up to the stratum corneum, the outermost layer of skin, from which they then imperceptibly slough off.



With **psoriasis**, cell turnover occurs in **just 3-4 days** and the stratum corneum cells, very abundant compared to normal, pile up over each other and detach in agglomerates.



Psoriasis skin manifestations consist in areas of reddened, **thickened** (plaques) **skin, with whitish, flaky scales, often itchy.**

# The commonest form: PLAQUE PSORIASIS



It is the most frequent form.  
Usual locations:  
**scalp, sacral region,  
elbows and knees.**



## PSORIASIS

### In the SCALP

The **scalp** is often affected by psoriasis and may even be the only location where it occurs. Scalp psoriasis shows **with redenned patches covered by compact layers of silvery-whitish scales.**

### In NAILS

With nail psoriasis, the **surface** of **nails thickens and flakes.** Both nails of toes and fingers can be affected, many times impairing patients in doing even the smallest of daily gestures.

# How can we take care of skin with psoriasis?

Alongside any pharmacological treatments prescribed by the dermatologist, taking special care of skin every day can help to mitigate skin manifestations, such as itching and discomfort associated with psoriasis.

In the case of **PLAQUES** and **THICKENED SKIN**: **Exfoliating-keratolytic** treatments are recommended to reduce skin thickening, facilitate removal of the scales from skin / scalp and soften skin with an emollient and soothing effect.

In case of **CHRONIC XEROSIS** and **HYPERKERATOSIS**: **Normalising-moisturizing treatments** are recommended. In fact, skin is always extremely dry, with hyperkeratosis and, sometimes, it is prone to flaking.

In case of **SCALP PSORIASIS**: A **specific shampoo** with **kerato-reducing** ingredients is recommended to soften skin, facilitate removal of scales and soothe the itching.

## USEFUL TIPS

- Use mild detergents
- Do not rub when you towel wet skin, but rather gently pat-dry it
- Apply moisturising products
- Take advantage of the beneficial effects of sunlight and a seaside environment, if possible, but expose to the sun with caution (gradually and with an adequate sunscreen)
- Follow good eating habits and a healthy lifestyle (avoid drinking alcohol and smoking)

**PROXERA PSOMED is a range of treatments, adjuvant to pharmacological therapy, for hyperkeratotic skin and desquamative states**



## PROXERA PSOMED 40

Intensive exfoliating gel - 40% Urea

100 ml - 3.38 fl. oz. tube with spout

- ✓ Topical gel for the treatment and prevention of hyperkeratosis, skin plaques and associated symptoms (itch, erythema, eczema) in patients suffering from psoriasis affecting the skin and the scalp.



This is a CE 0546 Medical Device. Carefully read warnings and instructions for use.

## PROXERA PSOMED 20

Skin-normalising cream - 20% Urea

200 ml - 6.76 fl. oz. tube

- ✓ Medical device cream for the treatment and prevention of chronic xerosis and skin hyperkeratosis



This is a CE 0546 Medical Device. Carefully read warnings and instructions for use.



## PROXERA PSOMED 3

Shampoo - 3% Urea

125 ml - 4.22 fl. oz. tube



- ✓ Specific shampoo for the prevention of scalp hyperkeratosis
- ✓ Ideal topical adjuvant for the cleansing of scalp prone to developing psoriasis

This is a CE Medical Device. Carefully read warnings and instructions for use.

## PROXERA PSOMED 30

NAILS - 30% Urea

10 ml - 0.33 fl. oz. tube with brush



- ✓ Medical device cream for the prevention and treatment of psoriasis and hyperkeratosis affecting nails
- ✓ Works as a superficial keratolytic agent and has strong moisturising and emollient effects



This is a CE 0546 Medical Device. Carefully read warnings and instructions for use.




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## OUR MISSION

 Since 1960, BioNike has meant dermatological expertise, scientific innovation and commitment to ensure product effectiveness and high tolerability for the wellbeing of skin, even the most sensitive.

## BIONIKE'S GUARANTEES

- Very careful selection of all ingredients
- Highly pleasant and well tolerated products based on state-of-the-art ingredients
- Products tested in vitro on a model which replicates features and reactions of human skin
- Products clinically tested under medical supervision
- Scientific research, innovation and high quality standards
- Commitment to social responsibility

**NICKEL TESTED** - Also residual nickel content can trigger allergic reactions or sensitisation, especially in allergy-prone subjects. Thus, each production batch is analysed to ensure a nickel content lower than 0.00001%.

**FREE FROM PRESERVATIVES** listed in Annex V of Regulation EC No. 1223/2009;

**FREE FROM added FRAGRANCES;**

**FREE FROM GLUTEN** - Does not contain gluten or its derivatives. This indication is provided to enable subjects with non-celiac gluten sensitivity to take an informed decision.

See [www.bionike.it/isenza](http://www.bionike.it/isenza)



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Cod. BPPX84509E  
Ed.07-20

