

## HYDRATUM BAR

Aloe Vera + Shea butter + Vitamine E + Colloidal oatmeal + Tea tree oil

### COMPOSITION:

INGREDIENTS	ROLE
Aloe Vera	Emollient
Shea butter	Emollient
Vitamine E	Protective
Colloidal oatmeal	Anti - inflammatory
Tea tree oil	Anti - microbial

### PHARMACOLOGY

According to the scientific evidence it is beneficial for the good bacteria and flora on the skin as well as keeping skin moisturized to maintain a PH below 5 as much as possible. **Hydratum bar** with pH 5.5 is skin friendly and thus helps replenish hydration along with the following ingredients.

Aloe Vera: There are three types of lipids found in the outer layer of skin: fatty acids, cholesterol and ceramides. These lipids combine to form a tight seal or layer around the skin's cells, to hold water inside. Aloe Vera deposits skin-natural lipids, thus helping to replenish those that are lost when the barrier is damaged by washing or other factors. It also restores lipid function and reinforces lipid bilayer.

Shea Butter: Shea butter is known for its healing properties, which can be attributed to the presence of several fatty acids and plant sterols such as oleic, palmitic, stearic and linolenic acids. These oil-soluble components do not undergo saponification or convert into soap on coming in contact with alkali. Shea butter is more non-saponifiable than other nut oils and fats, thus imparting it a great healing potential for the skin. Raw unrefined shea butter is effective for curing skin rashes, skin peeling after tanning, scars, stretch marks, frost bites, burns, athletes foot, insect bites and stings, arthritis and muscle fatigue.

Shea butter contains plant antioxidants such as vitamins A and E, as well as catechins. The vitamins A and E protect the cells from free radicals and environmental damage. The cinnamic acid esters in shea fat helps in preventing skin damage from ultraviolet radiation.

Vitamin E: Vitamin E promotes healthy skin and hair, slows down aging and might possibly prevent age spots. Vitamin E is a strong antioxidant that helps to prevent cell damage by inhibiting the formation of free radicals and the oxidation of fats within the body and thus reduces skin damage.

Colloidal oatmeal: The FDA regulates the use of colloidal oatmeal as a skin protectant, and its preparation is standardized by the United States Pharmacopeia. Colloidal oatmeal exhibits anti-inflammatory, anti-itch, Antioxidant, and protective properties that make it a versatile cleanser, moisturizer, and buffer that soothes and protects damaged skin. These properties are a result of the vast chemical composition of oats: a high concentration in starches and beta-glucan creates a water-holding barrier on the skin; the variety of phenols makes it a strong ultraviolet absorber; the saponins act as cleansing agents; and the cellulose and fiber content of oat creates emollient, or skin-softening, properties. Colloidal oatmeal, therefore, may be useful in treating skin conditions such as eczema, chickenpox and shingles, sunburn, insect bites, sores, and minor skin irritations.

Tea tree oil: Essential oils are pro-life and tea tree oil is pro-biotic; it supports the beneficial bacteria while eliminating harmful bacteria. Tea tree oil has a large spectrum of action against gram positive and gram negative bacteria making it a good first choice in fighting bacterial infections. This healing oil also stimulates the immune system so the body can repair and heal itself. *Melaleuca Alternifolia* (tea tree) has extraordinary antiseptic power, contains remarkable anti-infectious activity, and is exceptionally mild, even with regard to mucous membranes.

## **INDICATIONS**

1. Eczema
2. Seasonal dryness
3. Atopic dermatitis
4. Psoriasis
5. Irritant contact dermatitis
6. Xeroderma

## **DOSAGE AND APPLICATION:**

Use **Hydratum bar** as directed by doctor. Check the label on the medicine for exact dosing instructions. Wet the skin. Work up a lather with **Hydratum bar**, then wash the affected areas. Rinse thoroughly and pat dry.

## **CONTRAINDICATION:**

It is contraindicated if there is sensitivity to any of the ingredients used.

## **PRESENTATION**

100 g of **Hydratum bar** is available.

## **STORAGE INSTRUCTION**

Keep in a cool place.