

Bepanthen[®] meets the "7 Gold Standards"² for barrier preparation.

Suggested Criteria for an ideal barrier preparation

- 1. No potentially toxic ingredients**
(including those with undocumented safety)
- 2. Maintains optimum moisture levels**
- 3. No unnecessary ingredients**
- 4. No perfume** *(or other potential sensitizers)*
- 5. No preservatives**
- 6. No antiseptic**
- 7. Proven efficacy & safety in babies**

Bepanthen[®]
Ointment



Petrolatum



A leading brand*



**Containing zinc oxide, antiseptic, perfume and preservative. ²Sub-population of twins

References: 1. Pulet G, Guy B, et al., Effect of Bepanthen Ointment on the prevention and treatment of diaper rash on premature and full-term babies. *Réaillés Pédiatriques*, 63, 33-38, 2001. 2. Mills KM & Atherton DJ, What can be done to keep babies' skin healthy. *RCM Midwives Journal*, 2004, 7(7), 288-290.

Treatment tips

• **Keep it clean** - Cleanse the area thoroughly every time you change the nappy. If the area is really soiled try dipping your baby's bottom in a bowl full of warm water with an emollient bath treatment.

• **Treat the skin** - Bepanthen[®] is formulated to help the natural recovery of irritated skin and forms a long lasting, protective waterproof barrier over the skin, while still providing the moisture needed to promote gentle recovery. Apply it after each nappy change.

• **Be gentle** - Baby-wipes are sometimes too harsh for babies with sore and sensitive skin, so try using cotton wool and warm water instead.

• **When should I see the doctor?** - Most nappy rash will clear up quickly with your care... and a little help from Bepanthen[®]. If the skin is still sore there may be an infection, which needs treatment from your doctor, so make an appointment if:

• The rash is spreading outside the nappy area or the skin is broken and weeping

• Your baby is feverish and unwell

• The nappy rash hasn't responded to your treatment within a few days

Prevention tips

• **Change the nappy often** - It's vital to stop stale urine being in contact with the delicate skin, so try to change disposable nappies frequently. If you're using terry nappies a disposable liner may help protect your baby's skin.

• **Clean the area thoroughly** - At each nappy change the whole area should be cleaned and allowed to dry completely.

• **Use a protective ointment** - Coat your baby's bottom with a thin layer of protective ointment such as Bepanthen[®] at every nappy change and especially at bedtime. This reinforces the skin's natural barrier and helps stop the irritating chemicals in urine and faeces from penetrating.

• **Allow the skin to breathe** - Let your baby kick their legs without a nappy as much as possible, make sure the room's warm and there's a towel or nappy mat for any little leaks!

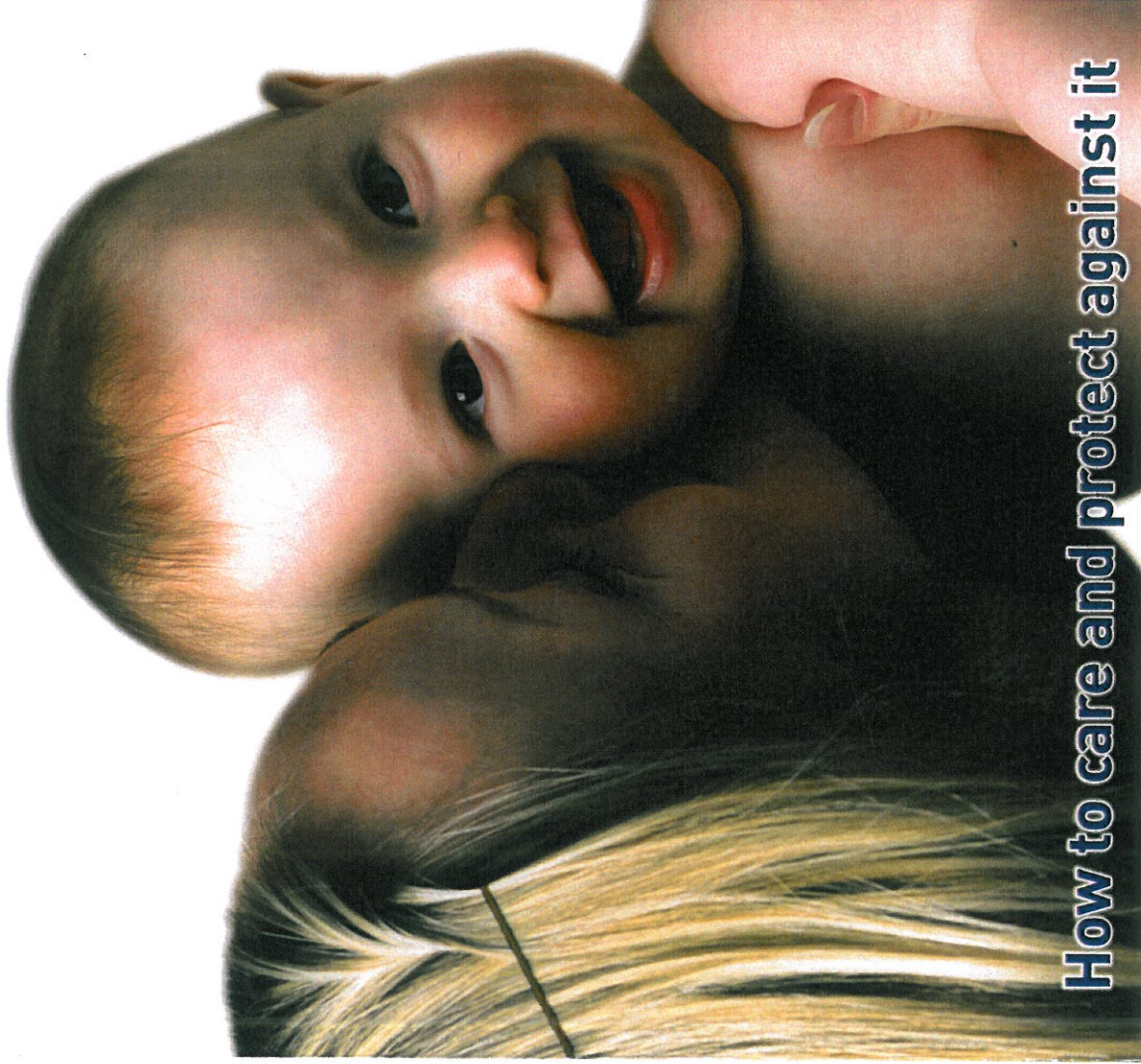
• **Loosen the nappy** - Absorbent disposable nappies can keep the skin dry - but make sure they're loose enough for air to circulate.

• **Wash carefully** - Wash terry nappies in non-biological products to prevent irritation and choose a boil wash to beat the bugs.

• **Everyday care** - Most nappy creams are designed to treat infected nappy rash (30% of cases) and contain ingredients and antiseptics not suitable for everyday use on a baby's delicate skin. For everyday protection, use a gentle ointment designed for baby's delicate skin such as Bepanthen[®].

• **Give the skin a chance** - Avoid plastic pants and tight clothes as they stop the area breathing.

the **Bepanthen**[®]
Guide to Nappy Rash



How to care and protect against it

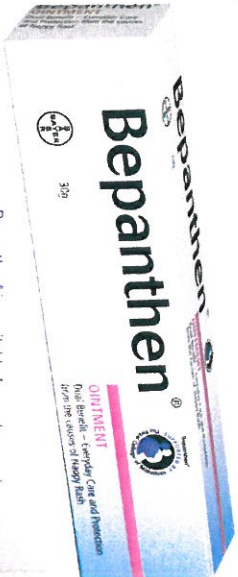
Bepanthen®

Guide to Nappy Rash

How to care and protect against nappy rash

As soft as...a baby's bottom

Your baby's bottom is soft, smooth and very sensitive. The skin is thinner than adults' and has a higher pH level, making it vulnerable to irritation and infection. It also has to put up with difficult conditions, spending most of the day and night wrapped tightly in a hot, damp nappy and in regular contact with urine and faeces. It's not surprising that it has a tendency to become red and sore.



Bepanthen® is available from pharmacies

What causes nappy rash?

Nappy rash is caused by a baby's delicate skin being in contact with the irritating chemicals in urine and faeces. This is made worse by a tight nappy which both rubs and stops the air circulating.

When is a baby likely to suffer?

There are times when your baby is more vulnerable to nappy rash, usually when:

- They're premature
- They're teething
- They're unwell or recovering from a vaccination
- They're taking antibiotics; these can upset the delicate balance in the body and make thrush infections more likely
- Their skin is sensitive, or there's eczema in the family
- They have a tummy upset
- Their diet has changed, particularly during weaning



What is Bepanthen®?

Your baby's skin is very absorbent and sensitive, therefore it needs a safe, gentle product to care for and protect it. Bepanthen® ointment is so gentle, it can be used at every nappy change, so can even be used on the highly sensitive skin of premature babies*, as it contains no fragrance, preservatives, colours or antiseptics.

How does it work?

Bepanthen® ointment works in two ways:

Aids Natural Skin Recovery

Bepanthen® ointment contains Pro Vitamin B5 which gently aids natural recovery of irritated sensitive skin while keeping it soft, smooth and moisturised.

Additionally, Bepanthen® ointment seals in the skin's natural moisture, providing optimal conditions to allow gentle skin recovery without drying out your baby's delicate skin.

Protects

Clinically proven* Bepanthen® works by forming a long lasting, transparent layer, protecting even the most delicate skin from irritants and rubbing.

The water-in-oil formulation keeps the skin healthy and hydrated, while the ingredient Pro Vitamin B5 helps the skin repair its natural protective barrier.

How should I use it?

If the skin in the nappy area looks a little red and sore, apply a thin layer of Bepanthen® ointment to your baby's clean, dry bottom after every nappy change. To protect against further occurrences of nappy rash apply at every nappy change.