



PharmaClinix[®]

Advanced Cosmeceuticals

- **Fast acting**
- **Complex formulations**
- **Clinically proven ingredients**
- **Economical price**

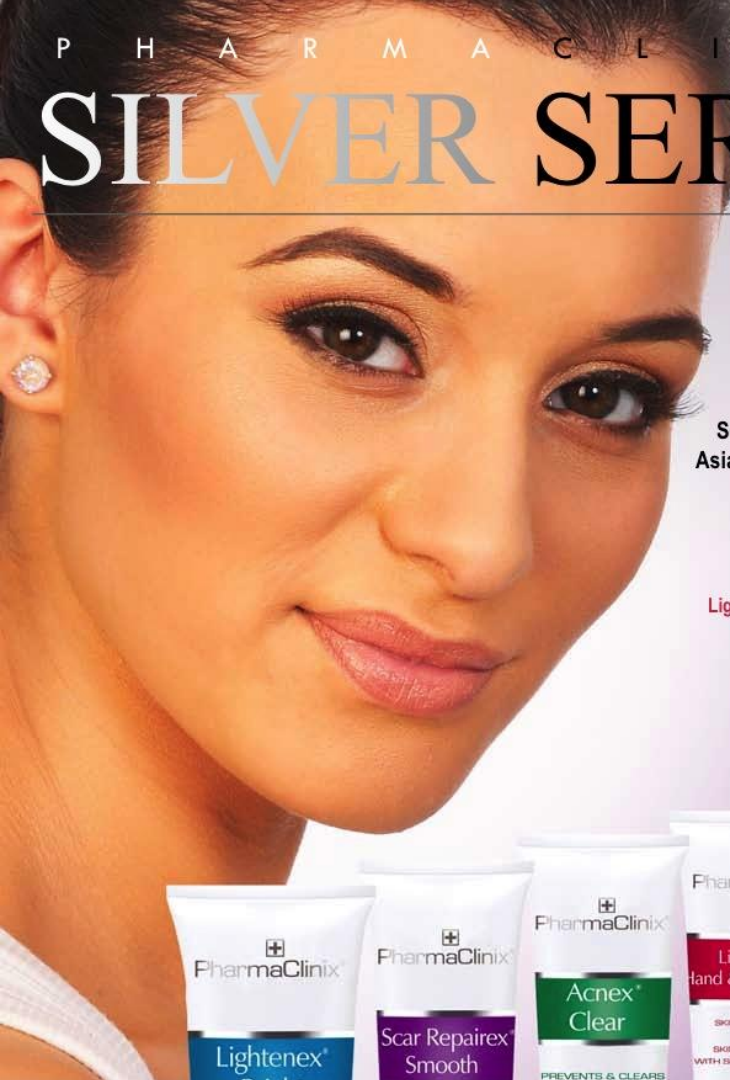


UK's top selling Professional Skincare

PharmaClinix Ltd, 130 Bramley Road, Kensington, London, W10 6TJ, UK

P H A R M A C L I N I X

SILVER SERIES



Pharmaclinix®
Scientifically designed for
Asian and Darker skin tones

- Lightenex®Bright
- Scar Repairex®Smooth
- Acnex®Clear
- Lightenex®Hand & Foot Cream
- Sun Blockex®Max



Clinically Tested and Produced in the E.U.

PharmaClinix Ltd
130 Bramley Road,
Kensington
London,
W10 6TJ
United Kingdom
pharmaclinix.com



PharmaClinix®
Advanced Cosmeceuticals

LIGHTENEX® BRIGHT

SCAR REPAIREX® SMOOTH

LIGHTENEX® HAND & FOOT INTENSE

ACNEX® CLEAR

SUN BLOCKEX® MAX SPF 50



Acnex® Clear

INGREDIENTS:

- OCTADECENOIC ACID 2%(DIOIC ACID)
- NIACINAMIDE (NICOTINAMIDE) 4%
- SALICYLIC ACID 2%





The Science behind Acnex® Clear

Sebum, epithelial cells and keratin accumulate in sebaceous gland



P. Acnes proliferates causing inflammation



Marked inflammation leads to scarring

1

Niacinamide 4%

- Reduce sebum production
- Reduce inflammation
- Reduce hyper-pigmentation

2

Octadecanoic Acid (ODA)

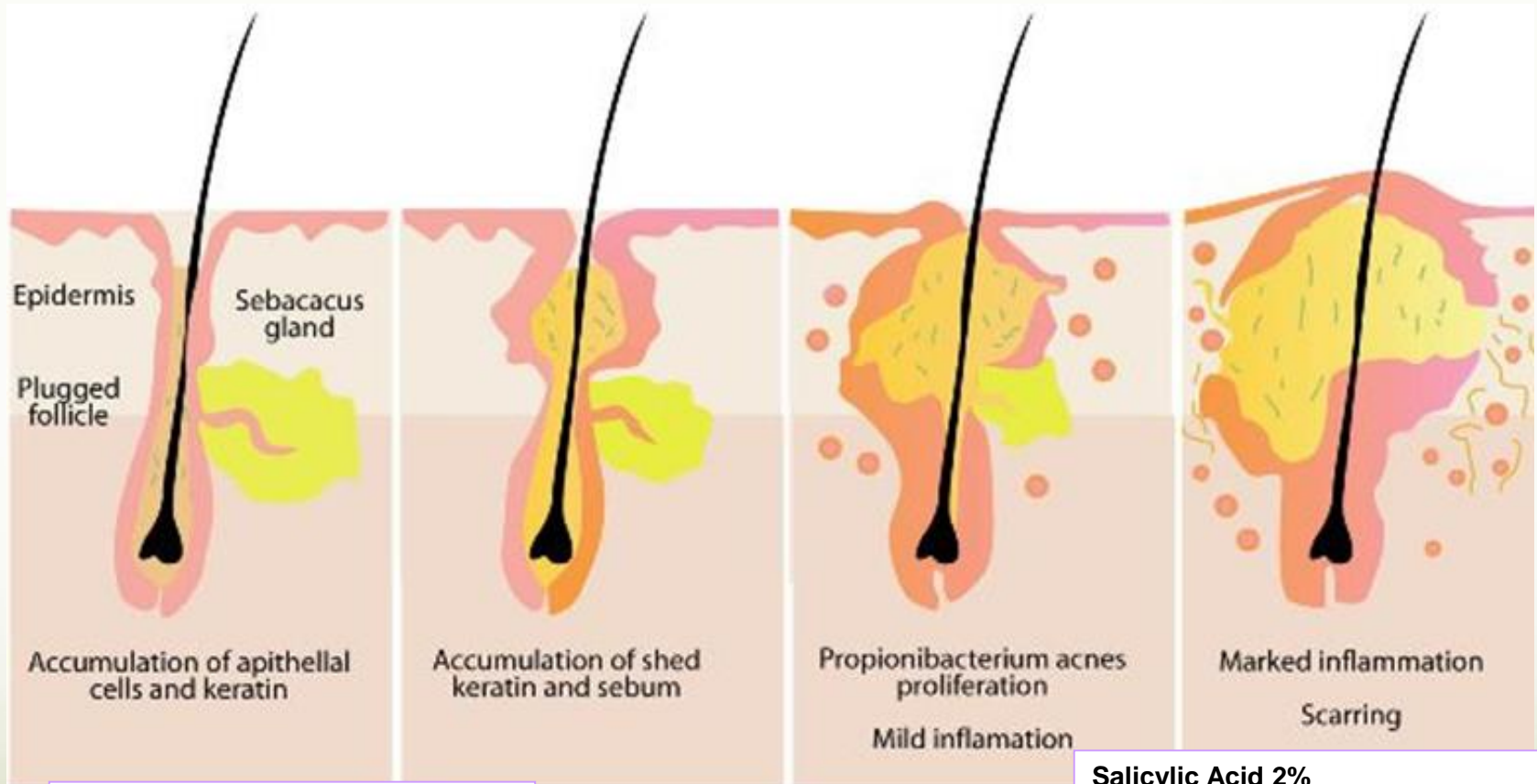
- powerful anti-microbial
- high transdermal penetration

3

Salicylic Acid 2%

- Anti-inflammatory
- Reduces hyper-keratinization of sebaceous duct
- Reduces bacterial count

Science behind Acnex® Clear



Niacinamide 4%

- Reduce sebum production
- Reduce inflammation
- Reduce hyper-pigmentation

Octadecanoic Acid (ODA) 2%

- Powerful anti- microbial
- High transdermal penetration

Salicylic Acid 2%

- Anti –inflammatory
- Reduces hyper-keratinazation of sebaceous duct
- Reduces bacterial count

Advantage of Acnex® Clear over other Topicals

50 times stronger anti-microbial than Azelaic acid *without* any irritation.

- No photosensitivity or redness/scaling (as Benzoyl peroxide or retinoids)
- No resistance (as topical antibiotics e.g. Clindamycin)
- No bleaching of clothes (as with Benzoyl peroxide)

Acne is Chronic relapsing and incurable except with oral ISOTRETINOIN & long term treatments with topicals and oral antibiotics are necessary.

When to Prescribe Acnex[®] Clear?

- **Mild-moderate Acne Vulgaris-** (Not recommended in Nodulo-cystic acne or **women with Polycystic Ovary syndrome**)
- **Rosacea**
- **Pre-Menstrual outbreaks prophylactically.**
- **During Anti-biotic holidays** (to prevent antibiotic resistance)

Safe in pregnancy



PharmaClinix®
Advanced Cosmeceuticals

Clinical Evidence for Acnex® Clear

INGREDIENTS:

- OCTADECENOIC ACID 2% (DIOIC ACID)
- NIACINAMIDE 4% (NICOTINAMIDE)
- SALICYLIC ACID 2%



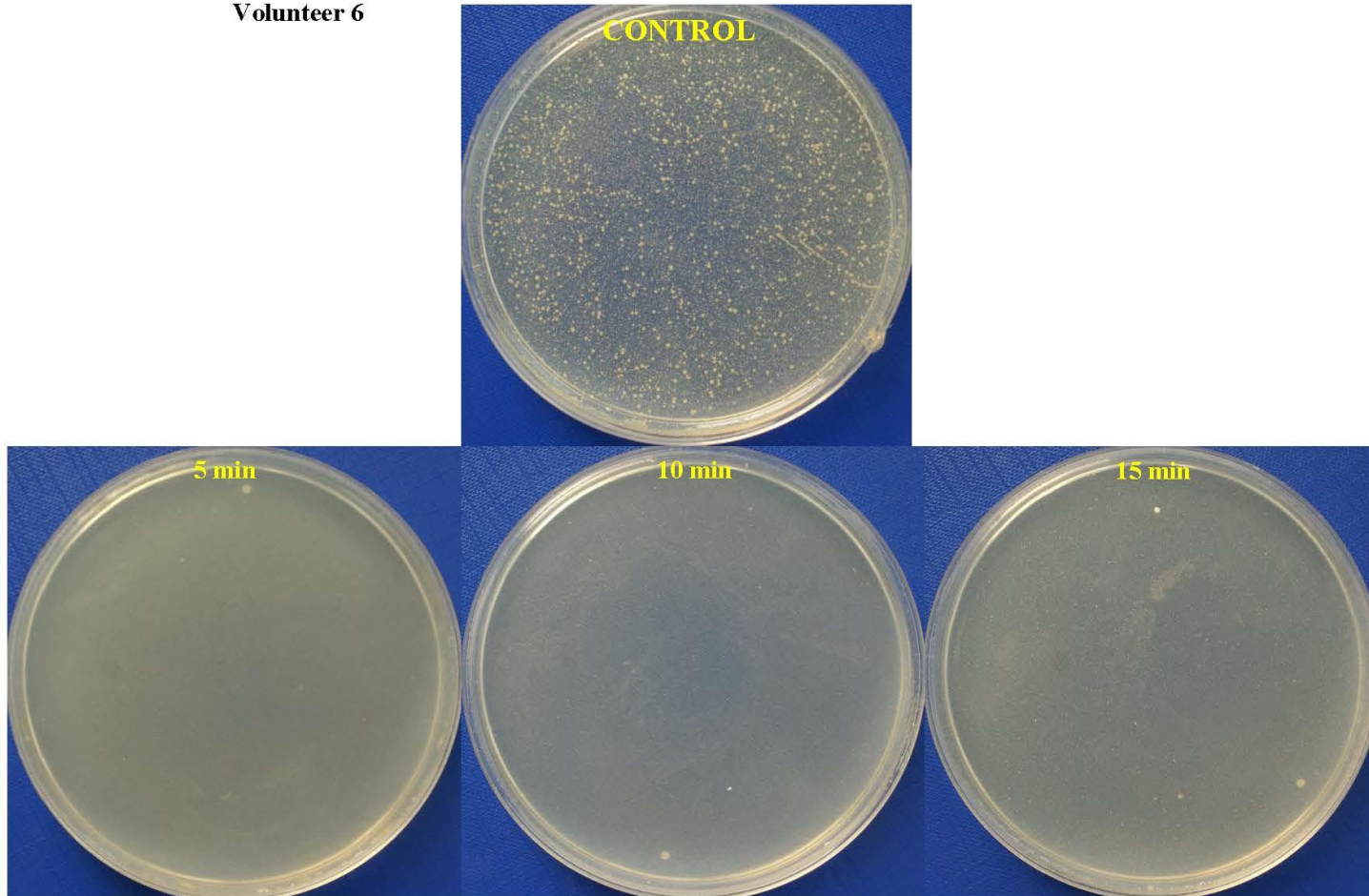
In an Independent study 4 week ,twice daily topical application of Acnex smooth on 48 (18M,30F) patients between the ages of 21-33 with Whiteheads & Inflammed non-pustular eruptions showed:

- Average 95% Reduction in Lesion count of Blackheads.
- Average inflammed papules on Face mapping showed a 73% decrease in Lesion count.
- Highly effective combination of three Independently active anti-acne ingredients.

Effect of Acnex Clear on aerobic bacteria collected from volunteers with acne changes. Complete bactericidal action confirmed within 5 minutes.

Photo. 1. Mixture of aerobic bacteria obtained from the swabs collected from the volunteers from acne changes of furrows on the forehead and around ala of nose of seborrhoeic skin prone to develop eruptions (TSA Agar).

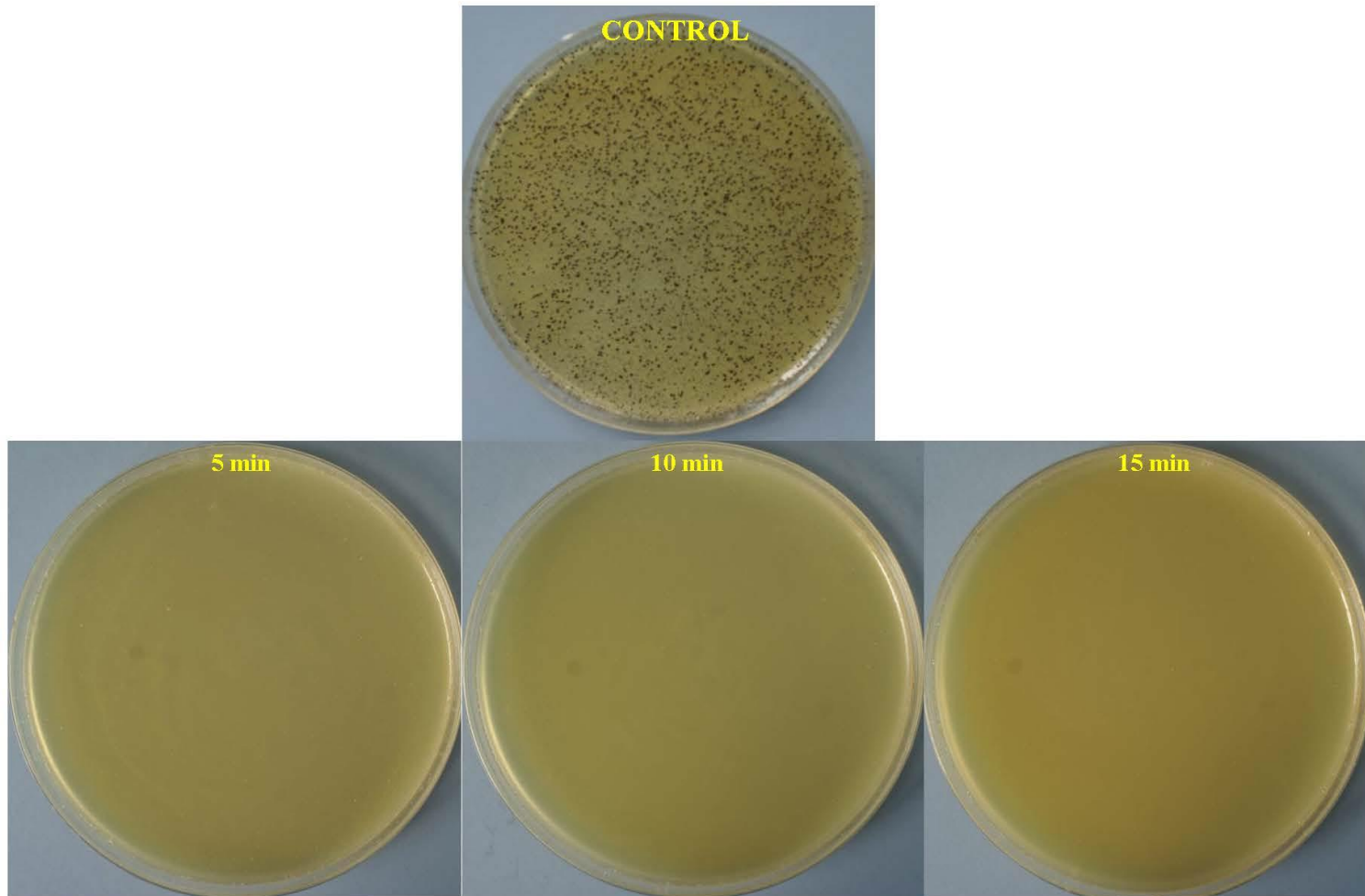
Volunteer 6



* tiny spots visible on the individual plates are the tested product

Effect of Acnex Clear on staph aureus from acne swabs of volunteers under investigation. Confirms complete bactericidal action of Acnex Clear within 5 minutes.

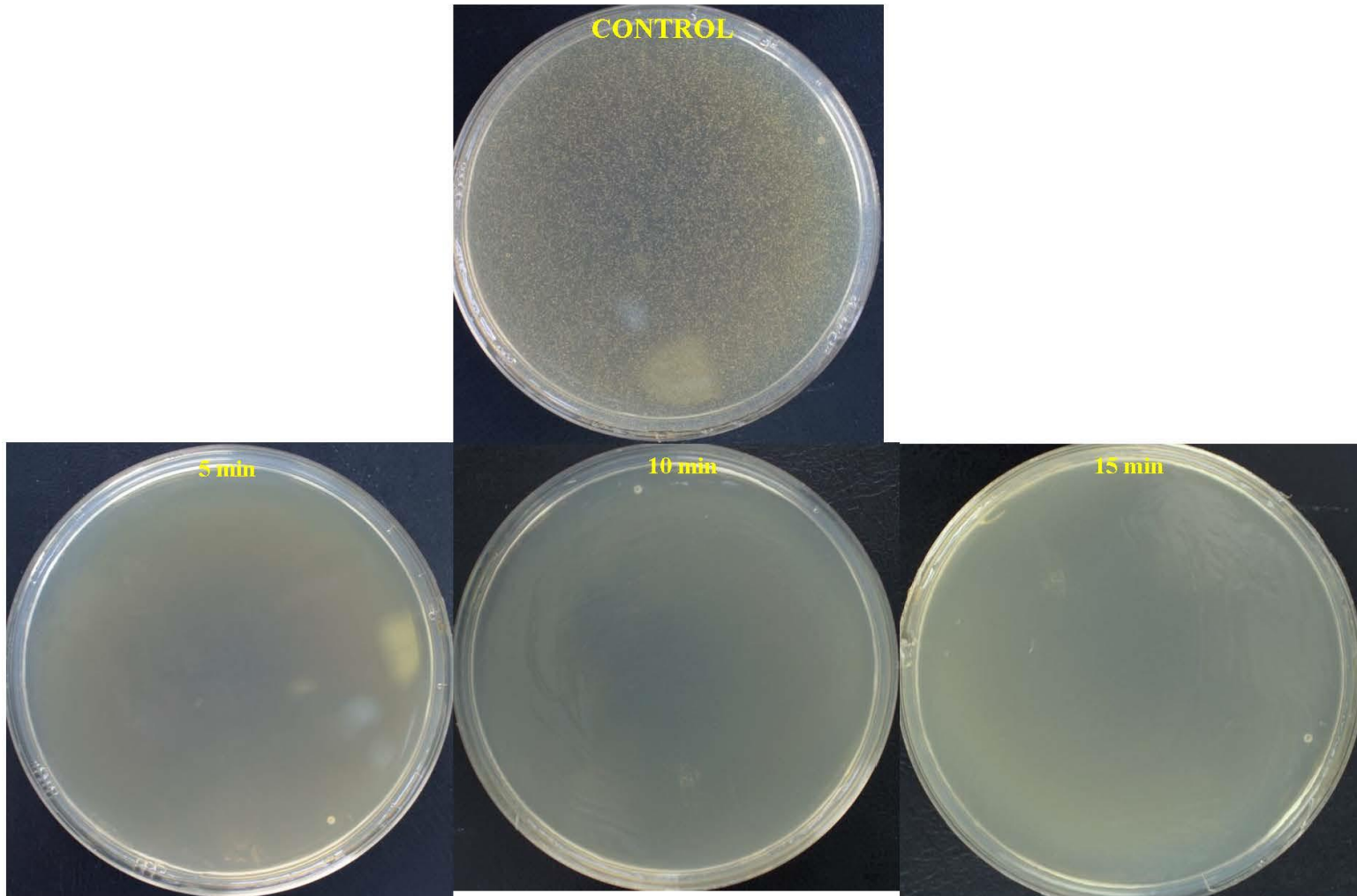
Fot. 2. *Staphylococcus aureus* (ATCC 6538) on the Baird-Parker Agar.



Effect of Acnex Clear on *Propionibacterium acnes* (ATCC 11827) on the BHI Agar.

In 5 minutes all bacteria are destroyed.

Fot. 3. *Propionibacterium acnes* (ATCC 11827) on the BHI Agar.





Common Antimicrobials used in other Acne creams:

- Clindamycin,
- Azelaic acid
- Benzyl peroxide

However **Octadecenoic Acid** is a *much better* option

Why is Octadecenoic Acid a better option?

- Octadecenoic Acid is **50 TIMES more potent** than Azelaic Acid as an anti- microbial & has a higher transdermal penetration.

Treating Acne with Octadecenedioic acid: Mechanism of action, Skin delivery, and Clinical Results. John E Wiechers-J W Solutions, Gouda, The Netherlands. Anthony V Rawlings-AVR Consulting Ltd, Northwich, Cheshire, UK. Nigel Lindner-Dept of Research and Development, Uniqema, Gouda, The Netherlands. William J Cunliffe. Dept of Dermatology, Leeds Foundation for Dermatological Research, Leeds General Infirmary, Leeds UK.

Why is Octadecenoic Acid is a better than Benzoyl Peroxide?

- Benzoyl Peroxide and Octadecenoic acid are equally effective at reducing lesion counts **but Benzoyl Peroxide has more adverse reactions** such as redness and scaling with bleaching



Why is Octadecenoic Acid is a better than Clindamycin?

- Clindamycin leads to **antibiotic resistance**
- **Octadecenoic acid not being antibiotic bacteria cannot develop resistance.**

Why use Niacinamide 4%? (NICOTINAMIDE USA)

- Reduce sebum production
- Reduce inflammation
- Reduce hyper-pigmentation

PLUS

Niacinamide 4% is **FDA approved** (Papulex®)

Niacinamide 4% is **registered** with **UK Medicines Agency**

(Nicam®)



Niacinamide 4%

100 subjects were enrolled in a double-blind, placebo-controlled comparison between two independent balanced groups.

Topical Niacinamide 2% is effective in *lowering* the *sebum excretion rate* and casual sebum levels

Niacinamide “v” Clindamycin

Double Blind trial on 76 patients comparing Niacinamide 4% with Clindamycin 1% for 8 weeks showed:

| TEST | Niacinamide 4% | Clindamycin 1% |
|----------------------|-----------------|-----------------|
| Clinical Observation | 82% improvement | 68% improvement |
| Pustule/Papule count | 60% reduction | 43% reduction |

(International journal of dermatology.6/1995 shalita a.r.,new york state medical college)

4% nicotinamide gel is as effective as 1% clindamycin gel
in the treatment of acne vulgaris

Why use Salicylic acid 2%?

Salicylic acid 2%:

- Reduces bacterial count
- Reduces hyper-keratinization of sebaceous duct
- Anti –inflammatory

4 week cross over study of 30 patients showed a significant improvement in comedones with the 2% Salicylic acid over the 10% Benzoyl Peroxide.

Comparison of Salicylic Acid 2% and Benzoyl Peroxide 10% in the treatment of Acne Vulgaris Shalita AR, Dept of Dermatology, State University of New York, Down State Medical Centre, Brooklyn.




PharmaClinix[®]
Advanced Cosmeceuticals

Conclusion

Acnex[®] Clear
Works

www.pharmaclinix.com