



For the protection, relief and treatment of  
**Incontinence Dermatitis** and minor skin irritations.

**LANOLIN**  
(HYPO-ALLERGENIC)  
4.00% (w/w)

Forms a barrier that protects the skin against irritants such as urine.

**ZINC OXIDE**  
15.25%

An astringent that reduces loss of tissue fluid which helps promote healing.



**BENZYL ALCOHOL**  
0.39%

Local anaesthetic which eases pain and irritation. It also has antibacterial and fungistatic properties.

**BENZYL BENZOATE**  
1.01%

**BENZYL CINNAMATE**  
0.15%

Promotes growth of epithelial cells, helping the healing process.

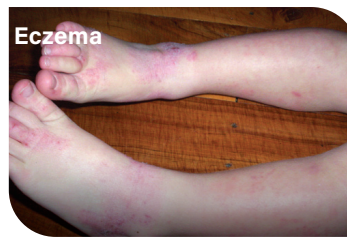
# Why Sudocrem®?

Sudocrem® is a triple action emollient cream which aids and assists with incontinence dermatitis and minor skin irritations. It provides a barrier protection to the skin from irritants such as urine, fecal acids, sweat, etc. while helping to soothe the irritated skin, promoting growth of epithelial cells and helping the healing process. Sudocrem® is applied sparingly until transparent so wound healing can be observed.



## Incontinence Dermatitis

A light application of Sudocrem® provides barrier protection against moisture and because only a thin layer is required, Sudocrem® does not interfere with absorption of incontinence pad & briefs.



## Eczema

## Abrasions and Minor Skin Irritations

The healing properties of Sudocrem® make it an effective treatment for minor skin disorders such as wounds, scratches, dermatitis, bruising, cuts, abrasions and provides symptomatic relief of minor burns (including sunburn)

## CLINICAL STUDY

In a double blind study involving geriatric patients requiring incontinence pads, Sudocrem® was compared with Zinc Cream BP. Tintometric analysis clearly demonstrated the benefit of Sudocrem®.

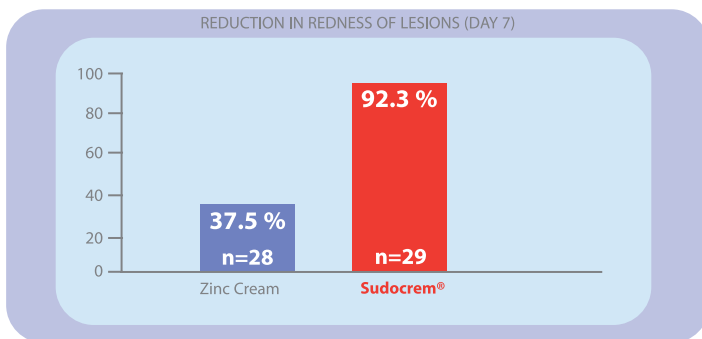
The authors concluded:

**"The study has shown Sudocrem® to be superior to Zinc Cream in the treatment of incontinence associated dermatitis."**

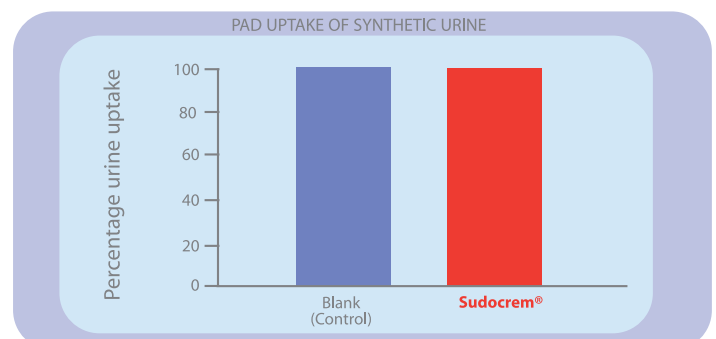
## DOES SUDOCREM CLOG INCONTINENCE PADS?

A recent study analysed the potential for Sudocrem® to clog incontinence pads. In the study, an incontinence pad was held in contact for a controlled period of time with an area of forearm skin treated with Sudocrem®. After 5 and 120 minutes of exposure the incontinence pad sample was evaluated for the reduction in absorption of artificial urine compared to a control.

**The study showed no significant reduction as measured by urine uptake in vitro.**



Surface bacteriology and skin cell sampling techniques we also utilized



Graphical representation of percentage urine uptake within 20 seconds after 120 minute exposure.

## How to apply Sudocrem®

- ☒ Use a small amount and apply a thin layer on the affected area.
- ☒ Gently massage in small circular movements until Sudocrem® has disappeared



correct application



incorrect application

- ☐ Do not rub as this will cause friction
- ☐ Don't apply so much Sudocrem® that the area stays white after application

D81 - 51003	Sudocrem 60 g Tub	\$ 5.49
D81 - 51005	Sudocrem 125 g Tub	\$ 8.49
D81 - 51006	Sudocrem 250 g Tub	\$ 14.99

**MEDICALMART®**

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FOR FURTHER INFORMATION CONTACT

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