

## FAQS

### What is Keralac®?

Keralac® is a topical cream useful for the treatment of hyperkeratotic conditions such as dry, rough skin, xerosis, ichthyosis, skin cracks and fissures, dermatitis, eczema, psoriasis, keratoses, and calluses.

### How do I control my dry skin?

There are many ways to help with dry skin. Moisten skin after showering, take warm showers, and cleanse gently.

### Why do I have dry skin?

Many factors can cause dry skin, here are some more prominent causes:

- Environment (winter weather)
- Steamy Showers
- Moisture-robbing soaps

### What causes dry skin? Anything to help dry cracked skin?

There is no single cause of dry skin. Dry skin causes can be classified as external and internal. External factors are the most common underlying cause and are the easiest to address. External factors include cold temperatures and low humidity, especially during the winter when central heaters are used. Internal factors include overall health, age, genetics, family history, and a personal history of other medical conditions like asthma, allergies, and atopic dermatitis. In particular those with thyroid disease are more prone to developing dry skin.

Treatments for dry skin include, hydrocortisone, urea, pramosone, and clobetasol. These medications are intended for a certain severity of dry skin so inform your doctor.

### What is urea? Can I use urea on my children?

Urea Cream (standard at 40%) is a keratolytic emollient which is a gentle, yet potent, tissue softener for nails and/or skin. Urea is a diamide of carbonic acid.

### What is the best product to help dry skin?

There is no "best product" for the treatment of dry skin because everyone has different needs. You and your doctor will come up with a plan to find the best medication for you that fits your needs specifically. What products do dermatologist recommend for dry skin? What do dermatologist prescribe for dry skin? Dermatologists will usually recommend a cream, emollient, or lotion. They can also provide a patient with at-home techniques to relieve dry skin.

### Why does urea have different strengths?

Urea medications have different strengths depending on the patients need and the severity of the condition.

### What is Keralac®? How is Keralac® different to other urea creams?

Keralac® cream is intended for dry skin and manufactured by Brava Pharmaceuticals. It contains 47% urea and is in a vehicle consisting of camphor, menthol, and eucalyptus oil.

### What is the price of Keralac® compared to other urea creams?

Keralac® WAC: \$395.00

- Hydro 40 Foam \$208.08
- Nutraplus 10% cream \$21.39
- KeraFoam 30% \$139.01
- Utopic 41% cream \$350.00

### What is the clear value card?

Clear value card is good for all Plexion products and Keralac®. Pay no more than \$20 per script with a max benefit of \$100. Available for up to 12 benefits.

### What does Keralac® mean?

Keralac® cream is a debriding agent. It works by helping the breakdown of dead skin and pus, which helps to loosen and shed hard and scaly skin.

### Is Keralac® available now?

Yes, Keralac® is available now at your local pharmacy. Make sure your doctor e-prescribes you Keralac® or you take your prescription with you to the pharmacy.

### How many products does Keralac® have?

Keralac® has one product.

### Can kids under 12 use Keralac®?

This will be up to the dermatologist discretion.

### How do you apply Keralac®?

Apply to affected area(s) twice per day as directed by a physician. Rub in until completely absorbed.



## FAQS

### What is Plexion®?

Plexion® is a topical treatment used for patients with acne vulgaris, acne rosacea, and seborrheic dermatitis. Plexion® family of products include a cleanser, cloth, cream, and lotion. Why do I have acne? Acne can occur at any age in life, and though there are many factors that can contribute to breakouts, most adult forms of acne include increased sebum production. This over-production of sebum clogs pores, which attracts bacteria. The skin then becomes inflamed causing breakouts.

### Why do I have rosacea?

The exact cause of rosacea is unknown, however, many researchers' theories have evolved over the years. Rosacea has been linked by hereditary and environmental factors. These triggers may lead to increased redness of the face. Dilated blood vessels of the face have often been cited as a factor. As the blood vessels dilate the increased blood near the skin surface makes the skin appear red and flushed. Factors related to blood flow, skin bacteria, microscopic skin mites (Demodex), irritation of follicles, sun damage of the connective tissue under the skin, and an abnormal immune or inflammatory response have been linked to patient's with rosacea.

### What causes acne? What can I do to clear it up?

Increased sebum production that leads to clogged pores is the main identifier of adult acne. Acne in teens and pre-teens is usually caused by hormones during and after puberty. To treat acne doctors usually prescribe:

- Antibiotic (topical or oral)
- Birth Control (to regulate hormones which can be helpful for women)
- Isotretinoin
- Light therapy
- Chemical peels
- Removal (drainage and extraction)

### What foods cause acne?

There is very little research between the link of food and acne because many dermatologists find inconclusive results. Many do have ongoing theories of certain foods that may cause acne, including processed carbs, refined carbs, and saturated fats. Two separate studies with 47,355 women found a strong connection between milk and milk product (like cream cheese, sherbet, instant breakfast drinks and cottage cheese) intake and breakouts. Another study, of 4,273 teenaged boys also found an association between milk and acne flare-ups. The conclusion was that the milk contained hormones that caused overactive oil glands which lead to the acne. Journal of American Academy of Dermatology. 2005. Refined Carbs were also tested. Theory suggests that refined carbs cause an insulin spike which spikes sebum production. Archives of Dermatology. 2002. Schulte-Hillen, Sophie. "Can Food Cause Acne?" The Dr.Oz Show. N.p., 30 Jan. 2013. Web. 7 May 2014..

### Does chocolate cause acne?

No, there is no direct link to chocolate causing acne. However, a high-sugar/high-fat diet causes increased sebum production.

### What is the best product to clear up acne?

There is no "best product" to treat acne. There are many different effective treatments for acne but not every treatment will work for every patient. A dermatologist will have to evaluate a patient and prescribe a medication that they believe will be most beneficial.

### What do dermatologists recommend for acne and rosacea?

Dermatologists will recommend treatments to clear inflammation such as topical and oral antibiotic medication.

### Why are acne products so expensive?

Much of the cost of medications in general come from the research and development phase of production, this includes OTC products. However, costs can be reduced dramatically with the Clear Value Savings Card. Pay no more than \$20 per script. What is sodium sulfacetamide? How does sodium sulfacetamide stop acne? It is an antibiotic agent. It works by stopping the growth of certain bacteria on the skin that can worsen acne. Sodium sulfacetamide belongs to a class of drugs known as sulfa antibiotics.

### Should I use a cleanser or a cream to clear up rosacea? Acne?

This is at the discretion of your dermatologist and you. Collectively, you and your physician will find out what works best for you and your at-home beauty regimen. Plexion® is offered in four forms, these include a cleanser, cloth, cream, and lotion. Do acne cleansers have coupons? Are there coupons for cleansers? What is a redemption (should this be savings card?) Prescription name-brand products will most likely have a savings card. Generics do not. A redemption would be a patient taking their saving card to a pharmacy and getting the monetary benefit that the savings card offers.

### What is the clear value card?

Clear value card is good for all Plexion® products and Keralac. Pay no more than \$20 per script with a max benefit of \$100. Available for up to 12 benefits.

### What does Plexion® mean?

Plexion® means a solution for patients to control their acne vulgaris, seborrheic dermatitis, and acne rosacea. This product is manufactured by Brava Pharmaceuticals.

### Is Plexion® available now?

Yes, Plexion® is available now at your local pharmacy. Make sure your doctor e-prescribes you Plexion® or take your prescription with you to the pharmacy.

### How many products does Plexion® have?

Plexion® has four products:

- Plexion® Cleanser
- Plexion® Cloths
- Plexion® Cream
- Plexion® Lotion

### Can kids under 16 use Plexion®?

This would be under the physician's discretion based on physical examination and medical history. However, safety and effectiveness in children under the age of 12 years have not been established.

### How do you apply cleansing cloths? Is Plexion® cleansing cloth different than cleansing pads?

Cloths and pads are the same. Moisten the skin and cleansing cloth with water. Work into full lather and massage for 10-20 seconds, rinse thoroughly and pat dry. Discard cloth after use.