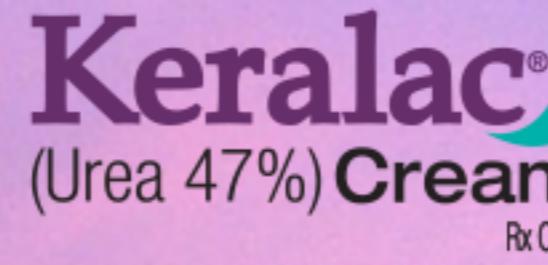


# RELIEF IS BACK!

Keralac® (urea 47%) CREAM with a heritage of value and efficacy to smooth relief from dry skin. Now available for the treatment of hyperkeratotic conditions such as dry, rough skin, xerosis, ichthyosis, skin cracks and fissures, dermatitis, eczema, psoriasis, keratosis and calluses.



## 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 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.

