

## **Summer itches, bites & stings : their treatment and relief : Lanacane.**

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# SUMMER ITCHES, BITES & STINGS



**Their treatment and relief.**

**LANACANE**  
REGISTERED TRADEMARK



# The 'Summertime' Itch

Pruritus or itching probably causes more patients to seek medical help than any other skin condition. The primary symptoms are burning or tingling on or below the surface of the skin. Secondary manifestations such as increased reddening, scaling and secondary infection develop simply as a result of scratching. The consequences of unrestrained scratching can lead to further problems.

Every family suffers from time to time from a variety of summertime itch-related problems.

Here are some of the most common causes of 'warm weather' itching – all can be effectively treated and relieved with **Lanacane Medicated Creme**.

## Common Summer Itches – and causes

### External Rectal Itching

Can be a real problem in the summer. Certainly, we tend to perspire more in warmer weather. And with the increase in body moisture, those body areas where ventilation is restricted are more prone to create an environment that promotes itching and chafing. Keeping the area both clean and dry will, in most cases, help solve the problem. However, here too, persistent scratching can lead to even more persistent itching and irritation.

### External Vaginal Itching

Though external vaginal itching can be caused by a variety of internal and external factors, during the summer it is often brought about by wearing damp synthetic swimsuits for prolonged periods. Artificial fibres can prevent adequate ventilation and, as a result, cause itching in the external vaginal area.

### Insect Bites and Stings

A major source of itch-related problems during the summer season. Flies, mosquitoes, gnats, spiders, bees and wasps are the major offenders. Most insect bites are relatively harmless although people who are allergic can be seriously affected. The bite or sting is usually accompanied by redness and itching. Normally, a topical anaesthetic can be applied for quick relief. When a more serious skin reaction occurs, or the person displays obvious physical discomfort, an allergic reaction may be indicated and a physician should be consulted immediately.

### Nettle Rash

Caused by contact with the nettle – a stinging plant with tiny burrs which penetrate the surface skin. As a result, the skin develops a rash or irritation that can be painful, particularly if the skin is broken by scratching.

### Chafing

Most often occurs as a result of either friction between two surfaces of skin or skin and a layer of clothing. Though chafing is thought to be a relatively harmless and temporary irritant, if allowed to continue it can result in severe redness of skin and, in extreme cases, the formation of a leather-like skin surface. In most cases, removal of the object of friction and the application of a moisturising medicated cream like **Lanacane** will quickly solve the problem.

### How Lanacane breaks the Summer itch-scratch-itch cycle.



'Warm weather' itching often creates a virtually uncontrollable desire to scratch. This scratching increases the irritation, causing more scratching, which in turn causes more itching causes even more scratching and so on. Soon you're trapped in what doctors recognise as the 'itch-scratch-itch' cycle.

**Lanacane** has been specially formulated with the anaesthetic benzocaine to break this vicious cycle. **Lanacane** calms irritated nerve ends, stops the itch thus stopping the urge to scratch.



## **Lanacane Medicated Creme.**

### **Instant relief for Summertime Itches, Insect Bites & Stings, Chafing, External Vaginal & Rectal Itching.**

**Lanacane Medicated Creme** – a remarkable medical formula available without prescription – gives fast, long lasting relief for summer itches, bites and stings.

**Lanacane's** special anaesthetic action works directly on your skin's itch nerves to instantly soothe irritation. Stops itching discomfort on contact and cools the 'burning' of delicate tissue. **Lanacane** also forms a protective film over raw, inflamed tissue, checks bacteria and helps promote natural healing.

**Lanacane** is non-greasy, and has a pleasant fragrance.



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