

Hc45 Hydrocortisone Cream 1% : fast, effective relief for: insect bites, mild to moderate eczema, detergent hands, nickel allergy, plant allergy, irritation due to strong household chemicals.

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HC45

Hydrocortisone Cream 1%



Fast, Effective Relief for:
Insect Bites, Mild to Moderate Eczema,
Detergent Hands, Nickel Allergy, Plant Allergy,
Irritation due to Strong Household Chemicals



There's still no magic cure for Eczema - but now you can take greater control - new self-treatment for mild to moderate Eczema.

If you're one of the 5,000,000 people who suffer from eczema, you probably visit your doctor quite regularly to get a prescription for a steroid cream to treat the soreness and associated itching. Now you can buy Hc45 Hydrocortisone Cream 1% for mild to moderate eczema, direct from the pharmacist without a prescription. Of course, you may still need to see your doctor for severe flare-ups.

Hc45 Hydrocortisone Cream 1% has been available without a prescription for eight years to treat contact dermatitis and reactions to insect bites. 'Fast, effective relief' were the main reasons satisfied customers made Hc45 the best selling over the counter hydrocortisone brand. Now to make life a little easier and to save time consuming visits to the doctor, the indications now include mild to moderate eczema.

What is Hydrocortisone?

Steroids are natural hormones produced by the body. One of the steroids produced by the adrenal gland is hydrocortisone. It is essential for life and controls many important bodily functions. When injury occurs production of hydrocortisone is speeded up to help reduce inflammation and swelling and control irritation. Hydrocortisone used in creams is a synthetic version of natural hydrocortisone and works in the same way.

Hydrocortisone Cream 1%

Fast, effective relief for inflammation, irritation and associated itching due to mild to moderate eczema, contact dermatitis caused by irritants such as detergents and strong household

chemicals and allergy rashes from allergens such as nickel, perfume or plants, and reactions to insect bites.



How Hc45 Works.

Hc45 cream is a fast, effective skin treatment that actually alters the inflammatory process.

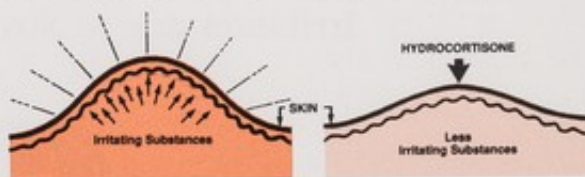
Reduces Inflammation

Hydrocortisone works by controlling the fluids and cells which collect when the skin is damaged. This action reduces swelling.



Relieves Irritation and Itching

Irritation and pain are relieved by reducing the production of skin damaging substances. This calms itching and promotes healing.



Steroid Strengths

Steroids prescribed by the doctor can be taken by mouth as well as in cream form. For some very ill people steroid drugs by mouth are vital life-savers whilst for others with chronic allergic skin disorders steroid creams provide relief and a chance to get on with life.

Creams containing steroids come in a range of different strengths. Doctors choose the strength according to the age of the patient and thickness of the skin affected. The more potent strengths are usually used for short periods to gain control of the rash, and then a mixture of a steroid and emollients are used for long-term maintenance.

Hydrocortisone is the mildest, which makes it an ideal self-treatment for mild to moderate eczema.

Steroids contained in creams are completely different to anabolic steroids used by athletes and will not cause weight gain.

Eczema & Dermatitis - What's the Difference?

Both these words describe a red, itchy rash. Doctors use the words interchangeably. As a general guide, it is the cause that makes them different. Eczema usually runs in families, along with hayfever and asthma, although environmental factors can make it worse. Dermatitis is caused by contact with factors outside the body such as detergents and nickel contact.

E45 produce informative leaflets called Skin Reports, there's one on Eczema and another on dermatitis - Common Rashes and Itchy Skin, see back page for details.



Eczema



Irritant Contact Dermatitis

General Skin Maintenance

Eczema and Contact Dermatitis go through various stages of severity - from dry and itchy, to the development of small blisters which weep and crust. Keeping the skin soft, moist and flexible with an effective emollient cream such as Cream E45 soothes and relieves the dryness and by enabling the skin to protect itself can often help keep the condition under control.



Cream E45 and Hc45 Hydrocortisone Cream 1% are complementary products and can be used together.

Cream E45 used in-between applications of Hc45 helps the treatment work effectively and restores flexibility and softness to the skin.



Soap and detergent based cleansers are drying and potentially irritating. Wash E45 is a non-drying, non-foaming emollient cleanser. It is completely free from soap, detergents and other irritating additives, and has a mild cleansing action that doesn't wash away natural oils or disturb skin pH, leaving skin feeling clean but comfortable.



Bath E45 is also a very pleasant and relaxing way to soothe and soften rough, dry, flaky and itching skin, often recommended for bathing dermatitis and eczema. It gently cleanses and rehydrates dry skin, creating a long-lasting emollient barrier that protects against skin dryness.

How to Use Hc45 Hydrocortisone Cream 1%

Hc45 is very effective, it needs to be used sparingly on small areas such as the hands, once or twice a day for a maximum of 7 days.

If the skin is dry use Cream E45 in between these two applications.

Do not use in pregnancy or on children under 10 years of age without medical advice. If the condition does not improve consult your doctor.

Do not use on the eyes, or face, anal or genital areas.

1% Hydrocortisone creams are often prescribed by the doctor for facial use, for long-term use and for patients of all ages. This is because he/she is

carefully monitoring the condition. But for self-medication Hc45 is restricted to seven days use for mild to moderate eczema, contact dermatitis and reactions to insect bites.

Hydrocortisone creams are not the right treatment for broken or infected skin such as cold sores, impetigo, acne or athlete's foot. Do not use on these conditions, your pharmacist will recommend a more suitable remedy.

Hc45, a fast and effective treatment.

Always read the label

E45 has produced the following Skin Reports, if you would like a copy send an A5 s.a.e. stating which leaflets are required to: E45 Self Help Leaflets, PO Box 12, West PDO, Lenton, Nottingham NG7 2GB.

- HAND CARE
- ECZEMA
- INFANT SKIN PROBLEMS
- COMMON RASHES AND ITCHY SKIN
- SAFER SUNCARE
- LOOKING AFTER DRY SENSITIVE AND UNCOMFORTABLE SKIN

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