

# **How to prevent rebound psoriasis : Dithrocream: now the most practical treatment for psoriasis.**

## **Contributors**

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**HOW TO  
PREVENT  
REBOUND  
PSORIASIS**



## WHY PSORIASIS BOUNCES BACK

**P**SORIASIS which appears to have been cleared by using topical steroids often flares up again soon after treatment is withdrawn<sup>1</sup>. This 'rebound' eruption is often more severe than the original condition. This is because topical steroids have a generalised suppressive action<sup>2</sup> which tends to mask the underlying problem. Patients are tempted to resume applications in order to obtain relief, and so begins the vicious circle which may lead ultimately to pathological dependence.

In the past, topical steroids were considered to be the most practical psoriasis treatment for use in general practice. However, in recent years there have been an increasing number of reports expressing concern about their widespread use. The side-effects associated with prolonged use of topical steroids are well documented and may involve striae<sup>3</sup>, telangiectasia<sup>4</sup>, skin thinning<sup>5</sup> and even adrenal suppression<sup>6</sup>.

## HOW TO TAKE THE REBOUND OUT OF PSORIASIS

**S**PECIALLY formulated for use in general practice, Dithrocream works to clear psoriasis by reducing the rate of cell proliferation. Cessation of Dithrocream therapy does not lead to a 'rebound' eruption and periods of remission measured in years need not be unusual.

Presented in a vanishing cream base<sup>7</sup>, Dithrocream is an effective, odourless, non-greasy preparation, containing no urea or potentially 'stinging' additives.

Three strengths of Dithrocream, 0.1%, 0.25% and 0.5% (Forte) are available. The weakest preparation should be used at first, and the strength increased to 0.25% if necessary<sup>8</sup>. Dithrocream 0.5% (Forte) should only be used under medical supervision by patients who have failed to respond to lower strengths of dithranol.

Dithrocream is recommended as a first line treatment for patients suffering from sub-acute or chronic psoriasis, including psoriasis of the scalp. It can also be used to allow patients, previously dependent on topical steroids, to adopt an effective treatment which can result in longer periods of remission.





# DITHROCREAM: NOW THE MOST PRACTICAL TREATMENT FOR PSORIASIS

**A**LTHOUGH traditional ointment and paste formulations of dithranol have been used as an effective in-patient treatment for more than half a century, they have never been considered suitable for use in general practice. Great care was needed when applying these preparations in order to localise the treatment and prevent burning or irritation of the uninvolved skin. Staining of clothing and bed-linen also tended to be a problem.

Clearly, doctors and patients alike have been unenthusiastic about using such preparations when topical steroids appeared to be such a convenient alternative. But now, the growing concern about the serious side-effects associated with the long-term use of topical steroids has prompted Dermal Laboratories to develop Dithrocream — an entirely novel dithranol preparation.

Dithrocream has been formulated as an aqueous vanishing cream<sup>7</sup>, thus reducing or even eliminating the cosmetic problems and other disadvantages of traditional ointments and pastes.

Dithrocream can be applied sparingly until

completely absorbed<sup>9</sup>, greatly reducing the problems of burning and staining. Combining effectiveness, convenience and stability<sup>10</sup>, Dithrocream is now the most suitable psoriasis treatment for most patients to use at home<sup>11</sup>.





#### PRESENTATION

Dithrocream 0.1%

Pale yellow oil-in-water cream containing 0.1% Dithranol B.P.

Dithrocream 0.25%

Pale yellow oil-in-water cream containing 0.25% Dithranol B.P.

Dithrocream Forte

Pale yellow oil-in-water cream containing 0.5% Dithranol B.P.

#### USES

For the topical treatment of sub-acute and chronic psoriasis including psoriasis of the scalp. Dithrocream Forte should only be used for those patients who have failed to respond to lower strengths of dithranol.

#### DIRECTIONS

Dithrocream should be applied sparingly to the psoriatic lesions, preferably at night, and rubbed gently and carefully into the skin until absorbed. It is most important to avoid applying an excessive quantity which may cause unnecessary soiling and staining of the clothing and/or bed-linen. In the morning a bath should be taken to remove any surplus cream, which will have become red/brown in colour. The margins of the lesion will gradually become stained purple/brown as treatment progresses, but this will disappear after cessation of treatment.

For use on the scalp, shampoo to remove scalar debris and any previous application. Dry the hair and, after suitably parting, rub the cream well into the lesions. Treatment should be continued until the skin is entirely clear, i.e. when there is nothing to feel with the fingers and the texture is normal.

#### CONTRA-INDICATIONS, WARNINGS, ETC.

A small proportion of patients are sensitive to any form of dithranol treatment. If the initial treatment produces excessive soreness or if the lesions spread (particularly when potent topical steroids have recently been used), reduce frequency of applications and in extreme cases stop treatment.

Not to be used for acute psoriasis.

Keep away from the eyes and always wash hands after use.

#### PHARMACEUTICAL PRECAUTIONS

Do not expose to excessive heat.

#### LEGAL CATEGORY

Pharmacy only sale.

#### PACKAGE QUANTITIES

All strengths of Dithrocream are supplied in collapsible tubes containing 50 grams.

#### FURTHER INFORMATION

Dithrocream has been developed as a cream formulation of dithranol and is particularly convenient for home treatment. It is especially suitable for the exposed surfaces and hairy regions of the body including psoriasis of the scalp. Dithrocream Forte should only be used under close and constant medical supervision by patients who have failed to respond to lower strengths of dithranol.

#### PRODUCT LICENCE NUMBERS

Dithrocream 0.1% 0173/0029; 278/1/1

Dithrocream 0.25% 0173/0028; 278/1/2

Dithrocream Forte (0.5%) 0173/0027; 278/1/3

#### REFERENCES

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Dithrocream is a registered trade mark.

Further information is available from: Dermal Laboratories Limited, Gosmore, Hitchin, Hertfordshire SG4 7QR.

Agents in Eire: Cahill May Roberts Limited, PO Box 1090, Chapelizod, Dublin 20.

# DITHROCREAM®

DITHRANOL BP

