

How to stop psoriasis making a comeback : the growing reputation of Dithrocream.

Contributors

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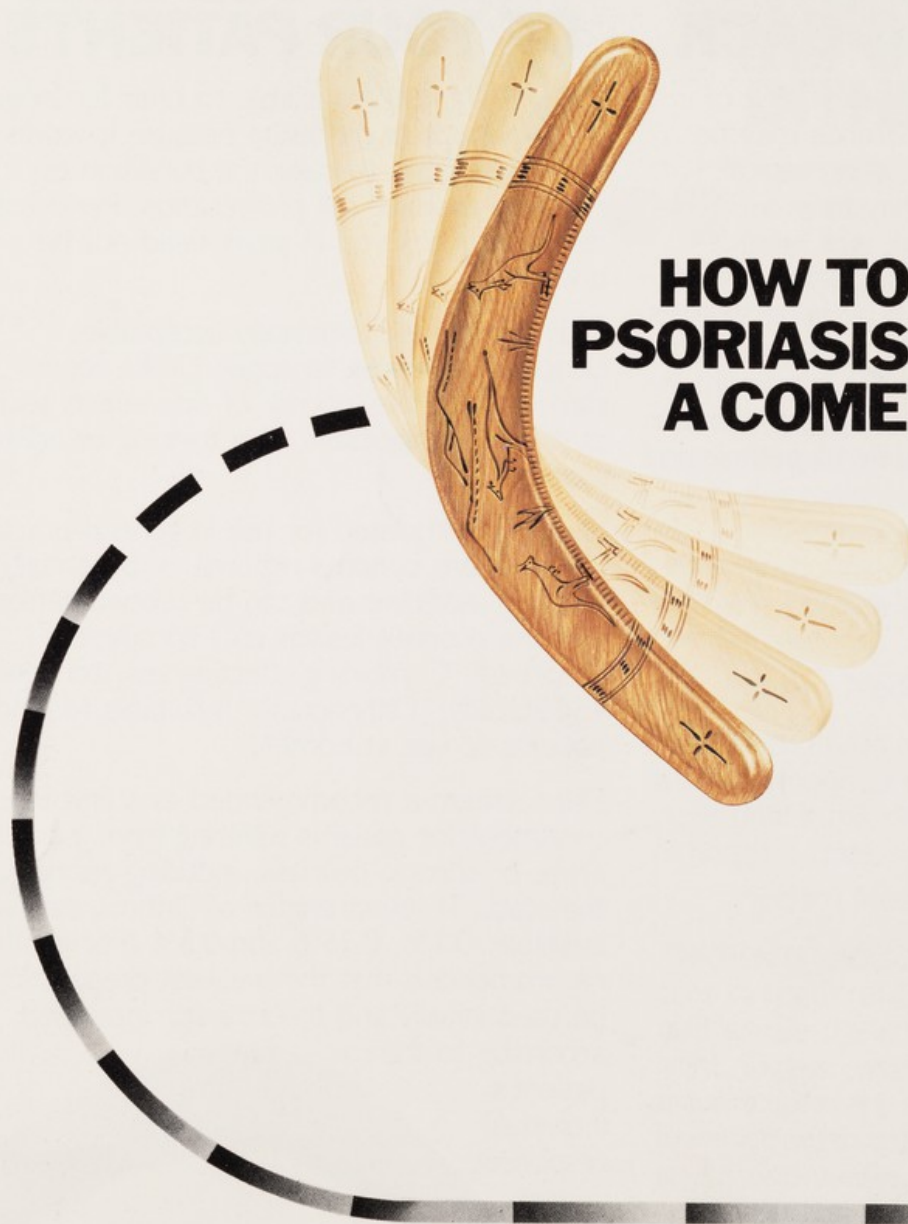
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**HOW TO STOP
PSORIASIS MAKING
A COMEBACK**



WHY PSORIATICS KEEP COMING BACK

THE PERIOD between the clearance of psoriasis and its reappearance may be very short, particularly when topical steroids are used, because they have a generalised suppressive action¹ which tends to mask the underlying problem. Psoriasis which appears to have been cleared by using steroids, often flares up again soon afterwards². Patients are then tempted to resume the treatment in order to obtain relief, and so begins the vicious circle, which may lead ultimately to pathological dependence.

HOW TO SEE LESS OF YOUR PATIENTS

DITHROCREAM is able to offer far longer periods of remission because it works specifically to clear the condition by reducing psoriatic cell proliferation. Periods of remission measured in years need not be unusual.

Dithrocream is cosmetically acceptable, odourless and easy to apply. Unlike topical steroids, it carries no risk of side-effects such as striae, telangiectasia, skin thinning or adrenal suppression.

Specially formulated for use in general practice, Dithrocream contains no urea or potentially 'stinging' additives and can be rubbed gently into the psoriatic lesions until completely absorbed³. Combining effectiveness, convenience and stability⁴, Dithrocream is suitable for most patients to use at home⁵.

Dithrocream is recommended as a first line treatment for patients suffering from sub-acute or chronic psoriasis, including psoriasis of the scalp. Three strengths of Dithrocream are available: 0.1%, 0.25% and 0.5% (Forte). It is recommended that the weakest preparation be used initially and the strength increased according to the patient's individual response⁶.



THE GROWING REPUTATION OF DITHROCREAM



"ATTEMPTS to render dithranol or tar more cosmetically acceptable have usually been met by loss of efficacy, although Dithrocream (Dermal) is a useful addition to the dithranol range and is cosmetically reasonable".

Update, 1980, **21**, 1341.

"KNOWING which strength (of Dithrocream) to prescribe comes with experience. Intelligent patients can start with the 0.25 per cent cream on alternate days. When in doubt use the 0.1 per cent cream first and increase the strength later, depending on the response".

Modern Medicine, 1979, **24**, (14), 14.

"DITHROCREAM is cosmetically easy to use: a small amount is rubbed into the plaques at night until it has disappeared. It is not messy, although it does stain the skin".

Modern Medicine, 1980, **25**, (1), 43.

"PATIENTS should be given the 0.1 per cent strength (of Dithrocream) initially and told to rub the cream well into the plaque at night. Excess cream is best removed with a tissue to prevent staining of clothes. If the lower strength has not had good effect after about two weeks, then the 0.25 per cent and, if necessary, 0.5 per cent strengths may be used".

Update, 1981, **23**, 260.



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

1. Update, 1978, **17**, 11.
2. Practitioner, 1980, **224**, 471.
3. Modern Medicine, 1980, **25**, (1), 43.
4. British Journal of Dermatology, 1979, **100**, 475.
5. British Journal of Dermatology, 1980, **103**, 105.
6. Update, 1981, **23**, 259.

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

