



# Media Kit



# Overview

## **Dermakalm: A New Steroid-Free Specialty Skincare Line from Paladin Labs Inc.**

Dermakalm is a new line of over the counter (OTC) steroid-free specialty skincare products designed to treat specific dermatological disorders. The line contains five products, three to treat the symptoms of eczema and two for symptoms of psoriasis:

### **Eczema**

- Dermakalm Eczema Cream (Face and Body)
- Dermakalm Eczema Cream for Infants and Children (Face and Body, eight weeks+ years old)
- Dermakalm Hand and Contact Eczema Cream

### **Psoriasis**

- Dermakalm Psoriasis Cream
- Dermakalm Scalp Psoriasis Gel

Paladin's European partner, Omega Pharma, one of the top OTC companies globally, originally developed the skincare line.

It has been in the market in Europe for about five years, sold under the name Dermalex. It was created after the accidental discovery of the positive effects of high electrolyte (mineral) solutions were noticed on eczema- and psoriasis-prone skin.

Dermakalm Eczema and Psoriasis Creams and Psoriasis Gel activate the skin's own repair mechanism through a dual mode action of moisturizing lipids to protect the skin barrier and a mineral complex that stimulates the skin's own repair mechanism. Dermakalm will help patients break through eczema and psoriasis and reclaim their skin.

Dermakalm's active ingredient is aluminum silicate for the eczema formulation and clinoptilolite for the psoriasis formulation. Both of these active ingredients are new to the eczema and psoriasis OTC products found on the market in Canada:

- The current eczema product offering is composed of mainly the same active ingredients, including colloidal oatmeal, urea or corticosteroids
- The current psoriasis product offering is composed of mainly the same active ingredients including coal tar or salicylic acid.

Dermakalm is free of corticosteroids, fragrances, parabens and artificial colouring.

Dermakalm can be found over the counter in most pharmacies as of September 2016.

# Eczema Fact Sheet

## What is Eczema?

Eczema, also known as dermatitis, is a chronic inflammatory skin condition characterized by dry skin with very itchy red patches that may ooze, become scaly, crusted or hardened. Eczema can affect any part of the body and anywhere from 10 to 20% of the Canadian population is affected. The most common type of eczema is atopic dermatitis, and the onset is generally in children before two years of age. Another important type of eczema, which usually occurs on the hands of adults, is contact dermatitis, and is either triggered by an allergenic substance, or from recurrent exposure to substances that chemically harm the skin (soaps, dyes, etc.).

## Causes and Triggers

Although genetic, immunological and environmental factors play a key role, the specific cause of eczema is not known. While normal skin is supple, fairly waterproof, and offers protection from the outside world, skin that is affected by eczema is usually dry, cracked, and the protective outer layer (also known as the skin barrier) is damaged. Because of this, the skin loses moisture, resulting in dry, cracked skin.

Eczema symptoms tend to come and go. Reappearing or worsening symptoms are known as a "flare-up." Many factors may trigger an eczema flare-up; these can include soaps, detergents, abrasive clothing, perfume, dust, excessive sweating or low humidity. Irritated skin itches, which causes you to scratch the affected area. Scratching worsens the condition and skin becomes inflamed, worsening the itch. This is called the "itch-scratch cycle," which can become severe and cause pain.

## Treating Eczema

While no cure has yet to be found for eczema, and no treatment successfully works for everyone, there are ways to manage eczema to make it more tolerable including: frequent bathing and moisturizer application, as well as the use of OTC creams designed for eczema such as Dermakalm.



# Psoriasis Fact Sheet

## What is Psoriasis?

Psoriasis is a common chronic inflammatory skin condition that is characterized by raised red patches and flaky, silvery scales. About one million Canadians suffer from psoriasis and many that suffer from psoriasis on their body also have symptoms on the scalp.

Symptoms can be permanent or intermittent; a trigger (e.g. emotional stress, local injury to skin, systemic infection or the use of some medications) may cause a flare-up or even lead to the development of psoriasis.

Although the exact cause is not known, it is recognized that genetics and the immune system play key roles in psoriasis. People with psoriasis have skin cells that multiply very quickly (thirty days for normal skin cells vs. three to four days for psoriasis skin cells), causing psoriasis lesions to build up.

## Causes and Triggers

The exact cause of psoriasis is not quite understood, but experts tend to agree that this disease begins with a malfunction of the immune system and resulting inflammation. What triggers psoriasis in one person is likely different from another person.

Psoriasis triggers may include stress, injuries to the skin (e.g. vaccinations, sunburns and scratches), certain medications (e.g. lithium, an antidepressant; quinidine for heart conditions), beta blockers (antihypertensive) and infections (e.g. earache, bronchitis, tonsillitis or a respiratory infection). The weather may affect psoriasis positively or negatively; the winter months often dry and irritate the skin, while the summer sun often helps psoriasis plaques fade.

## Treating Psoriasis

What works best for one person with psoriasis may be different than another - working with a health care professional on a treatment plan based on the type and severity of the condition, what sufferers are willing to use such as OTC creams and gels like Dermakalm, and the response to a given treatment.





## Eczema Products

Dermakalm Eczema Creams are designed for the symptomatic treatment of eczema.

Dermakalm Eczema Creams are new specialized formulations containing aluminum silicate and help provide temporary relief of symptoms of atopic eczema and hand and contact eczema.

Dermakalm Eczema Creams are available in adult and infant/children (eight weeks and older) formulas for atopic eczema and in adult formulas hand and contact eczema.

Developed with dermatologists, Dermakalm Eczema Creams are non-greasy creams that are free of corticosteroids, fragrances, parabens and artificial colouring.

### Cream Use:

Dermakalm Eczema Cream as well as Hand and Contact Eczema Cream are specially formulated to help provide temporary relief of symptoms of atopic eczema and hand and contact eczema (dermatitis), such as itching, red spots, dry skin, scaling, oozing, abrasions, and hardening of the skin. It helps to temporarily relieve irritation and itching and is recommended for patients with atopic eczema (dermatitis) and for patients with irritant or allergic contact eczema (dermatitis).

## Psoriasis Products

Dermakalm Psoriasis Cream and Scalp Gel are designed for the symptomatic treatment of psoriasis.

Dermakalm Psoriasis Cream and Scalp Gel temporarily soothe and help to relieve symptoms associated with psoriasis, such as itching and scaling. Dermakalm Psoriasis Cream and Scalp Gel are specialized new formulations containing clinoptilolite.

Developed with dermatologists, Dermakalm Psoriasis Cream and Scalp Gel help provide temporary relief of symptoms of psoriasis.

Dermakalm Psoriasis Cream and Scalp Gel are free of corticosteroids, fragrances, coal tar, sulphur, salicylic acid and artificial colouring. These non-greasy, non-staining products do not leave any lingering odour.

### Cream Use:

Dermakalm Psoriasis Cream is specially formulated to help provide temporary relief of the symptoms of psoriasis such as itching and scaling. It reduces flaking and improves the skin's appearance. It helps maintain the soft, smooth, and pliable appearance of skin.

### Scalp Gel Use:

Dermakalm Scalp Psoriasis Gel is specially formulated to help to temporarily decrease the severity of symptoms of scalp psoriasis. It helps restore suppleness and maintain the skin in good condition.



## Eczema FAQs

### Is a prescription needed to use Dermakalm Eczema Cream?

No. Dermakalm Eczema Cream is a non-prescription cream that can be purchased on shelf at the pharmacy. For use beyond four months of time, consult a health care practitioner. Dermakalm Eczema Cream for infants and children is a face and body cream for infants and children eight weeks and older. For use in children under eight weeks old, consult a health care practitioner.

### When is use of Dermakalm Eczema Cream discouraged?

Those who are pregnant and/or breastfeeding should consult a health care practitioner prior to use.

### What is the medicinal ingredient in Dermakalm Eczema Creams?

Aluminum silicate (3.85%) or in more consumer-friendly terms, a mineral complex.

### What are the non-medicinal ingredients in Dermakalm Eczema Creams?

Aqua, benzyl alcohol, ceramide 1, ceramide 3, ceramide 3B, ceramide 6 II, carbomer, cetareth-12, cetareth-20, cetaryl alcohol, cetyl alcohol, cetyl palmitate, cholesterol, cocoglycerides, dehydroacetic acid, ethylhexylglycerin, glycerol, isopropyl myristate, glyceryl stearate, magnesium chloride, sodium lauroyl lactylate, phenoxyethanol, phytosphingosine and xanthan gum.

### Why are Dermakalm Eczema Creams a “greenish” colour?

The creams take on their ingredients’ natural colour; no colour or fragrance adjustments are made. Dermakalm Eczema Creams are colourless once applied.

## Psoriasis FAQs

### Is a prescription needed to use Dermakalm Psoriasis Cream and Scalp Gel?

No. Dermakalm Psoriasis products are non-prescription products that can be purchased on shelf at the pharmacy.

### When is use of Dermakalm Psoriasis products discouraged?

Those who are pregnant and/or breastfeeding should consult a health care practitioner prior to use.

### Can children use Dermakalm Psoriasis products?

Dermakalm Psoriasis Cream and Dermakalm Scalp Psoriasis Gel are for use in adults only. For use in children, please consult a health care practitioner.

### What are the medicinal ingredients in Dermakalm Psoriasis products?

The Dermakalm Psoriasis Cream’s medicinal ingredient is clinoptilolite (4.00%). The Dermakalm Scalp Psoriasis Gel’s medicinal ingredient is clinoptilolite (1.00%) or in more consumer-friendly terms, a mineral complex..

### What are the non-medicinal ingredients in Dermakalm Psoriasis products?

Dermakalm Psoriasis Cream’s non-medicinal ingredients include: aqua, cetaryl alcohol, ethanol, liquid paraffin, magnesium chloride, methylparaben, polysorbate 60, white petrolatum. Dermakalm Scalp Psoriasis Gel’s non-medicinal ingredients include: aqua, benzyl alcohol, carboxymethylcellulose sodium, dehydroacetic acid, glycerine, magnesium chloride, octyldodecanol, phytosphingosine, xanthan gum.

### Why are the Dermakalm Psoriasis products a “greenish” colour?

The products take on their ingredients’ natural colour; no colour or fragrance adjustments are made. Dermakalm Psoriasis products are colourless once applied.



# Eczema and Psoriasis Myths and Facts

**Myth: People who have eczema are not clean.**

**Fact:** This is not true. In fact, to help hydrate their skin, many people with eczema actually bathe very often. Eczema is thought to be the result of environmental, genetic and immune system factors; it has nothing to do with cleanliness.

**Myth: Eczema is exactly like acne.**

**Fact:** No. These two conditions are completely different. Acne is the result of clogged skin pores, while eczema is a chronic inflammatory skin condition.

**Myth: Eczema produces permanent scars.**

**Fact:** Usually, no. Eczema may be irritating, but it rarely causes permanent marks on the skin.

**Myth: If you have eczema, you should not swim.**

**Fact:** It depends. The majority of people with eczema can go swimming, although because the chlorine or salt water can make eczema worse, some people choose not to. It is recommended that those with eczema rinse the skin and apply moisturizer before and after swimming.

**Myth: Steroids cure eczema.**

**Fact:** No, even though steroids have long been used to treat eczema, there is no actual cure.

**Myth: Eczema is triggered by stress.**

**Fact:** Although the exact cause of eczema is unknown, it is believed that emotional factors, such as stress, may worsen eczema. Learning to manage stress and anxiety could help reduce eczema flare-ups.

**Myth: Eczema is contagious.**

**Fact:** Absolutely not. You cannot catch eczema or transmit it to someone.

**Myth: You can catch psoriasis.**

**Fact:** No. Psoriasis is not contagious; it is an autoimmune disease that affects the skin, not a skin infection.

**Myth: Psoriasis is the result of poor hygiene.**

**Fact:** No. Psoriasis has nothing to do with personal hygiene. Psoriasis is an autoimmune disease that affects the skin.

**Myth: Psoriasis cannot be treated.**

**Fact:** Wrong. Although psoriasis cannot be cured, many treatments are available to help manage symptoms.

**Myth: Skin condition myths are harmless.**

**Fact:** Wrong. Many eczema and psoriasis patients are judged by the condition of their skin. Some patients may not take their condition seriously and will not seek treatment, which can lead to other health conditions. The more that is known about these conditions the better it is for all.



## About Paladin Labs

Paladin Labs Inc., headquartered in Montreal, Canada, is a specialty pharmaceutical company focused on acquiring or in-licensing innovative pharmaceutical products for the Canadian market. Paladin has a focused marketing and sales organization that has helped it evolve into one of Canada's leading specialty pharmaceutical companies. Paladin is an operating company of Endo International plc (NASDAQ: ENDP) (TSX: ENL), a global specialty pharmaceutical company focused on improving patients' lives while creating shareholder value. Learn more at <http://www.endo.com>.

## Contact

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