

## EUROGUIDERM GUIDELINE ON ATOPIC ECZEMA

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EUROPEAN  
CENTRE FOR  
GUIDELINES  
DEVELOPMENT



European  
Dermatology  
Forum

CHARITÉ  
d:EBM

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### Emollient therapy

Throughout this guideline, 'emollients' are defined as '*topical formulations with vehicle-type substances without active ingredients*', whereas 'emollients plus' refers to '*topical formulations with vehicle-type substances plus additional active, non-medicated substances*'.<sup>16</sup>

## European Guidelines recommend Emollient **plus**

- ✓ New Generation Emollient
- ✓ With additional actives
- ✓ Reduces the number & severity of flare-ups
- ✓ In chronic dermatitis conditions like AD

Ref:

- JEADV 2022, 36, 1904–1926
- Journal of Cosmetic Dermatology, 2025; 24:e70051
- Clinical, Cosmetic and Investigational Dermatology 2022;15 2705–2719

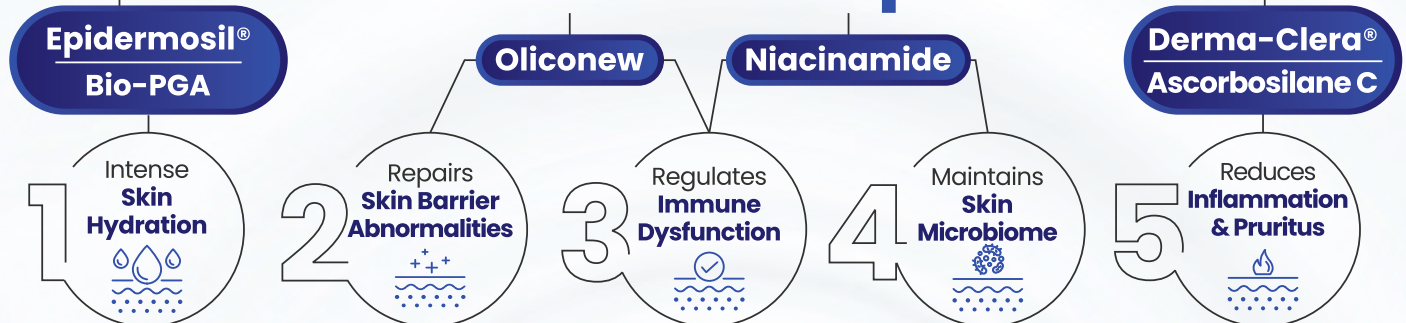
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In Chronic Dermatitis Conditions  
**AVEXA**<sup>®</sup>  
Cream/Lotion



The **Emollient +plus**



**CARBOMER**  
TECHNOLOGY



QUICK ABSORPTION



MOISTURE LOCK



Non-comedogenic



Dermatologically Tested

Soothing & instant cooling

Strengthens skin barrier

Suitable for sensitive skin

💡 Think **Moisturizer...** Think **Ajanta** Dermatology