



Atopic Dermatitis (AD) is a **chronic inflammatory skin disease characterized by dry skin, intense itching, and inflammatory skin lesions**, and can be highly heterogeneous in presentation.

**Emollients** are the mainstay maintenance treatment for atopic dermatitis.

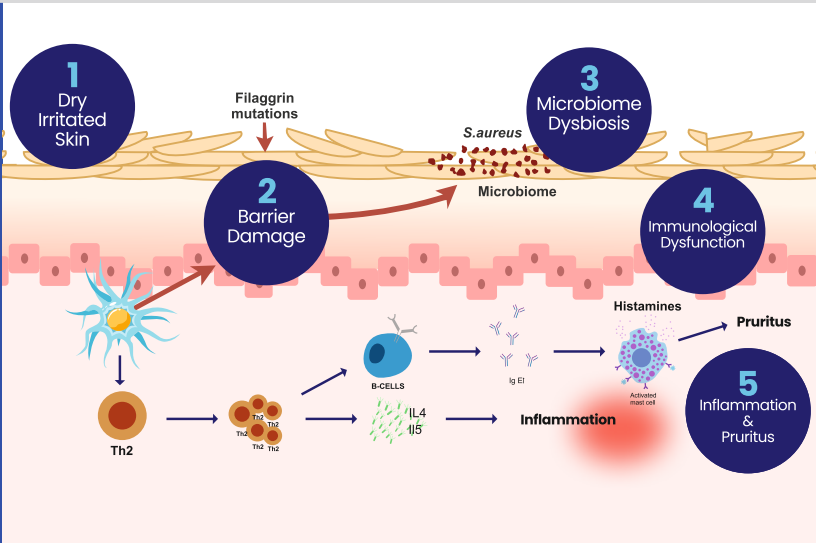


EMOLLIENT CATEGORY	ACTIVES	FUNCTION
First- generation	Petrolatum, paraffin oil, and fatty alcohols	Hygroscopic and occlusive
Second-generation	glycerol, sorbitol, and natural moisturizing factor substitutes	Restore hydration and barrier function
Third - generation	Physiological lipids	Repair the skin barrier

### A novel generation of emollients: ‘Emollient plus’


**Emollient Plus** contain active ingredients to **target multiple mechanisms in the pathophysiology of AD** and:

- Provides intense hydration
- Repairs barrier abnormalities
- Maintains skin microbiome
- Regulates immune dysfunction
- Reduces inflammation & Pruritus



### Clinical Efficacy of “Emollient Plus”

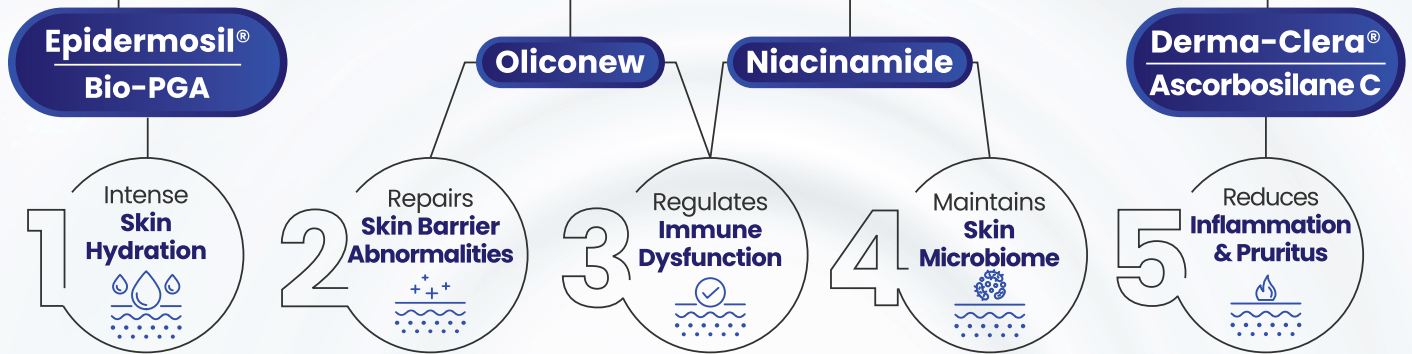
Ten studies on nine emollients plus were identified, reporting data on average time to flare and/or flare-free period. The **longest average time to flare was reported as >180 days**.

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

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



The **Emollient +plus**



**Dermatologically Tested**

**Soothing & instant cooling**

**Strengthens skin barrier**

**Suitable for sensitive skin**