

**1.WHAT E45 ITCH RELIEF CREAM IS USED FOR:**

**E45 Itch Relief Cream** contains an anti-itch ingredient, Lauromacrogols, which treats and soothes the itch caused by eczema, dermatitis, pruritus and other dry skin conditions. Formulated with Urea, a moisturiser found naturally within the skin, **E45 Itch Relief Cream** is non-greasy, moisturising and will sooth your skin and leave it feeling calm and comfortable. **Perfume free** - dermatologically tested.

**2.BEFORE YOU USE E45**

**ITCH RELIEF CREAM:** Use this medicine only on your skin. For adults, the elderly, children and infants over the age of 1 month. Do not use if allergic to any of the ingredients. Do not use on acutely red, oozed, infected or inflamed skin. Do not use on the breasts immediately prior to breastfeeding. Do not smoke or go near naked flames - risk of severe burns. Fabric (clothing, bedding, dressings etc) that has been in contact with this product burns more easily and is a serious fire hazard. Washing clothing and bedding may reduce product build-up but not totally remove it.

**3.HOW TO USE E45 ITCH RELIEF CREAM:**

Twist pump to OPEN position. Depress pump to dispense cream. Twist back to lock. Apply to the affected skin 2 times daily. If symptoms persist, consult your doctor. Each use of the pump dispenses approx 4g of cream. **4.POSSIBLE SIDE**

**EFFECTS: E45 Itch Relief Cream** is usually well tolerated, however side effects may occur which can include a burning sensation, redness, itching or pus. May cause irritation if applied to broken or inflamed skin. Urea may increase penetration through the skin barrier of other topically applied medicines when used at the same time. If you suspect an allergic reaction or if anything unusual happens, stop using the product. If you get any side effects, talk to your doctor, pharmacist or nurse. This includes any possible side effects not listed above. You can also report side effects directly via the Yellow Card Scheme at:

Straightforward Skincare



# itch relief CREAM

Urea, Lauromacrogols

Treatment of **pruritus, eczema, dermatitis & scaling skin conditions**

- Dual action treatment for itching and skin irritation
- Up to 24 hours hydration
- Soothes the skin leaving it feeling calm & comfortable

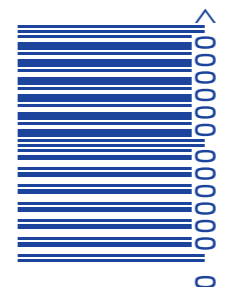
New Safety Information - see label



"http://www.mhra.gov.uk/yellowcard" or search for MHRA Yellow Card in the Google Play or Apple App Store. By reporting side effects, you can help provide more information on the safety of this medicine. **5.HOW TO STORE E45 ITCH RELIEF CREAM:** Store below 25°C. KEEP OUT OF THE SIGHT AND REACH OF CHILDREN. **6.FURTHER INFORMATION:** **E45 Itch Relief Cream** is a white cream containing Lauromacrogols 3.0%w/w and Urea 5.0%w/w as **active ingredients** and also Dimeticone, Phenyl Dimeticone, Liquid Paraffin, Cetyl Palmitate, Stearic Palmitic Acid, Octyldodecanol, Glycerol, Polysorbate, Carbomer, Trometamol, Benzyl Alcohol, Purified Water. Also available in 50g and 100g.



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