

EAU THERMALE  
**Avène**  
LABORATOIRE DERMATOLOGIQUE

# SOOTHE DRY, ITCHY ECZEMA- PRONE SKIN



SAFE FOR SENSITIVE SKIN.

## XERACALM A.D



Help reduce itching and restore skin barrier while maintaining the skin's microbiome.

NON-COMEDOGENIC  
DERMATOLOGIST-TESTED



# CLEANSE: XERACALM A.D LIPID-REPLENISHING CLEANSING OIL

Gentle face, body and scalp cleanser that soothes, hydrates and protects skin against the drying effects of water.

## Also available:

XeraCalm A.D Ultra-Rich Cleansing Bar



AFTER FIRST USE:

**85%**  
experienced  
reduction in itching<sup>1</sup>

AFTER 1 WEEK:

**100%**  
felt skin was soft,  
soothed & nourished<sup>1</sup>



- Can be used during flare-ups
- Does not sting eyes or external intimate areas



FOR ALL AGES  
INCLUDING  
NEWBORNS

PRESERVATIVE-FREE\* • FRAGRANCE-FREE • PH BALANCED • NON-COM

\*Excludes hygiene products. <sup>1</sup>Tolerance and efficacy study on 55 subjects (adults, children, infants) under dermatological and pediatric control. 1 to 2 applications daily for 3 weeks. Evaluation of pruritus after 3 weeks.

# TREAT: XERACALM A.D LIPID-REPLENISHING CREAM & BALM

Lipid-replenishing treatments for face and body that help balance the skin's microbiome while soothing very dry, itchy, eczema-prone skin.

**Available in 2 textures:**

**Cream:** For dry skin • **Balm:** For very dry skin



**SIGNIFICANT  
IMPROVEMENTS  
IN JUST 7 DAYS<sup>2</sup>**

**-60%**  
reduction in  
itching\*

**-56%**  
reduction of  
dry skin

**VISIBLE RESULTS<sup>3</sup>**



Day 0



Day 7



**ENDOGENIC • FORMULATED TO MINIMIZE RISKS OF ALLERGIC REACTIONS**

<sup>2</sup>Observational study on 1,711 patients with itching caused by skin dryness. 75% of the patients used XeraCalm A.D Cream or Balm alone, 1 to 2 times daily for 7 days. Other 25% included topical and/or systemic treatment. <sup>3</sup>Observational study on 5,910 subjects with persistent pruritus and xerosis associated with skin and systemic conditions. Application of XeraCalm A.D Cream or Balm twice daily for 7 days. As monotherapy and in combination with topical or systemic treatments.

## Tips for dry, itchy sensitive skin:



**Cleanse:** Showers are preferred over baths but if bathing, keep them to no longer than 10 minutes. Water temperature should be lukewarm and use a gentle, soap-free cleanser.



**Moisturize:** Use a nourishing cream or balm, free of parabens and fragrance, to help restore essential moisture and hydration to the skin.



**Scratching:** Discourage the urge to scratch the skin by scratching an object, like a pillow, instead.



**Clothing:** Avoid wool and synthetic materials that can irritate the skin. Use hypoallergenic detergents and avoid fabric softeners.



**Indoors:** Choose cotton linens and washable curtains. Avoid wool and feather pillows. Try to keep the room temperature below 66°F.



**Outdoors:** Avoid any direct sun exposure before the age of 3 and always apply sunscreen with high broad spectrum SPF protection.

**Always consult with your physician for individual, at-home advice.**