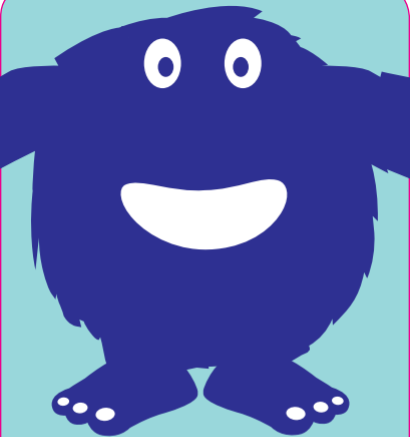


Children can be
little monsters
when it comes to
using their emollient



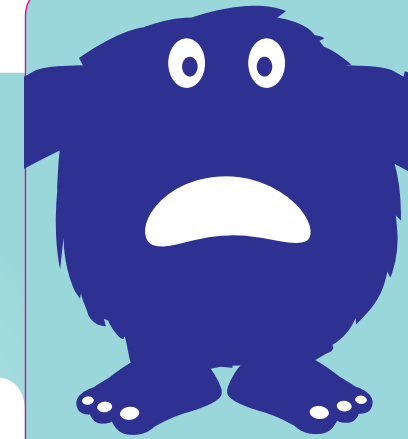
Visit

www.cozycover.co.uk

to find a way
to tame them

What could make emollients more child-friendly?

Let's face it, prescription emollient packaging is not very appealing to children.
No wonder it can be hard to ensure that they use them regularly.
That's why we at Genus have been looking at ways to improve things...



Children can be **little monsters** when it comes to using their emollient

Introducing the new Cetraben Cozy Cover...



- Fun, child-friendly designs
- Particularly suitable for younger children, up to age 7
- Reusable and removable neoprene sleeve
- Designed to cover 500g Cetrapump



Visit
www.cosycover.co.uk
to find a way
to tame them

We'd like your help...

The Cozy Cover project is still in development and we are currently undertaking a pilot study to ensure that it meets the needs of both healthcare professionals and patients.

We'd really value your views on treating children with emollients and any feedback you could give us on the Cozy Cover.

For further information on this project and to complete our online questionnaire please visit our website:

www.cosycover.co.uk

Cetraben

A little gem at a low price

At home, school, work or on holiday, Cetraben is an effective emollient available in a range of low waste Cetrapumps.

And it's one of the lowest priced branded emollients in a pump.

Now that really does take the biscuit.



ABBREVIATED PRESCRIBING INFORMATION Cetraben® Emollient Cream. Please refer to Summary of Product Characteristics before prescribing. **Presentation:** A thick white cream containing white soft paraffin 13.2% w/w and light liquid paraffin 10.5% w/w. **Indications:** Symptomatic relief of red, inflamed, damaged, dry or chapped skin, especially when associated with endogenous or exogenous eczema. **Dosage:** Apply to dry skin areas as required and rub in. **Contra-indications:** Hypersensitivity to any of the ingredients. **Special Warnings and Precautions:** Care should be taken if allergy to any of the ingredients is suspected. Avoid contact with the eyes. **Side Effects:** (Refer to the SmPC for full list) very rarely, mild allergic skin reactions including rash and erythema have been observed, in which case the product should be discontinued. **Marketing Authorisation number:** Cetraben Emollient Cream: PL 17320/0001. **Basic NHS Price:** 50g pump dispenser £1.17, 150g pump dispenser £2.88, 500g pump dispenser £5.61, 1050g pump dispenser £11.11. **Legal category:** GSL. **Date of preparation:** July 2008. **Further information is available from:** Genus Pharmaceuticals Ltd, Benham Valence, Newbury, Berks RG20 8LU. Cetraben® is a registered trademark.

Adverse events should be reported. Reporting forms and information can be found at www.yellowcard.gov.uk. Adverse events should also be reported to Genus Pharmaceuticals on 01635 568400.

 GENUS PHARMACEUTICALS Date of preparation: January 2009 CET0109428



white soft paraffin,
light liquid paraffin