

Psoria is a soothing ointment for the relief of symptoms associated with psoriasis and eczema such as inflammation, dryness and itching. Psoria has a rapid onset of action and is easily applied.

The chamomile german component of Psoria has demonstrated marked anti-allergy and anti-inflammatory effects in studies<sup>1</sup> and also has anti-bacterial action against staphylococcus aureus, a bacterium which commonly infects psoriasis lesions.

Other therapeutic effects of Psoria's ingredients can be summarised as follows:

Emu Oil	Anti-inflammatory <sup>2</sup> , anti-microbial.
Chamomile german Oil	Anti-allergenic, anti-inflammatory. Stimulates liver regeneration. Enhanced ulcer healing. Anti-microbial, anti-tumor activity.
Rosemary Oil	High degree of skin penetration. Anti-microbial. Inhibits complement (a part of the inflammatory system) <sup>3</sup> . Reduces production of leukotriene B <sub>4</sub> (an inflammatory messenger in white cells). Smooth muscle relaxant.
Lavender Oil	Local anaesthetic <sup>4</sup> , sedative, calming action <sup>5</sup> , inhibits immediate type allergic reactions <sup>6</sup> .
Tea tree Oil	At least 8 anti-bacterial compounds <sup>7</sup> . Activity against many bacteria including golden staph, which commonly infects psoriasis. High degree of skin penetration. Anti-fungal. Anti-viral.
Vitamin D	Helps control the high skin cell division rates which occur in psoriasis <sup>8</sup> .

Psoria contains no steroids, no added salicylic acid or sulfur, and no coal tar (which contains cancer linked agents<sup>9</sup> such as benzene and toluene).

### No Coal Tar – Why?

Coal tar contains a large number of chemicals including benzene, toluene, naphthalene, anthracene, xylene, phenol, cresols, pyridine and quinolene.

A number of these compounds are well known carcinogens (cancer causing agents), and have caused cancers in animals.

In Europe, coal tar products have been removed from over-the-counter sale as a precautionary measure, and as reported in the US National Psoriasis Foundation's Psoriasis Resource<sup>10</sup> publication, a court case regarding cancer warning labelling for coal tar products was pending.

While the cancer causing risk of coal tar appears to be low, Nutri-Pharm's patient welfare policy dictates that NO coal tar or other carcinogens are to ever be used in Nutri-Pharm products.

Psoria is free of genetically modified ingredients, free of collagen and has not been tested on animals.



**Before Using Psoria**

Do not use Psoria if you are allergic to peppermint, eucalyptus, tea tree, chamomile german, rosemary or lavender oils, or if you are sensitive to lanolin. To minimise any allergic response, use a small test application when using Psoria for the first time. Proceed with the full application if no irritation or rash occurs with the test application.

**Using Psoria Ointment**

Apply Psoria to affected skin and gently rub in. Only a thin layer is required, but it should be spread evenly. Apply two or three times daily initially, then reduce to once daily as symptoms are controlled. Most patients notice an improvement in symptoms such as itchiness in the first 1 or 2 days of using Psoria.

Do not apply Psoria directly to the eyes, mouth, underarms or genital areas.

Psoria ointment may be used in children over the age of 12 months, for younger children consult with a doctor first. Psoria may be used in pregnancy after the first 4 months (Rosemary oil is generally not recommended in early pregnancy). Psoria can be used during breastfeeding.

Psoriasis and eczema are conditions which should be reviewed regularly by a medical practitioner.

Psoria ointment is generally well tolerated. Occasionally a rash or skin irritation may occur, if so, discontinue use.

Do not use more than 2 jars (100g or approx. 3 ounces) of Psoria ointment per week.

If Psoria ointment comes into contact with your clothing or bed linen, wash off with a mild detergent or soap.

Psoria is for external use only.

**Storage**

Psoria ointment is sensitive to excess heat. Store below 25°C (77°F) for best results. During summer months (or in warm climates) it may be required to store Psoria ointment in the refrigerator.

**What else can I do to help my Psoriasis?**

Although there is a strong genetic link with psoriasis, current research confirms many ways to improve your psoriasis via both lifestyle and diet.

**Increase your:**

- ◆ Fresh, unprocessed foods – these contain anti-oxidants, vitamins and dietary fibre all of which are vital for gut health. Poor and incomplete digestion, particularly of proteins, is closely related to psoriasis<sup>11</sup>.
- ◆ Fish and fish oil supplements. Many studies show that natural fish oils markedly improve psoriasis. One study<sup>12</sup> using fish oil supplements reported psoriasis improvement in 77% of patients.
- ◆ Carotene – one study reported a lower rate of psoriasis with higher intake of carrots. Tomatoes showed a similar benefit<sup>13</sup>.
- ◆ Selenium is known to affect the immune system, and a study<sup>14</sup> concluded that low selenium intake could contribute to worsening psoriasis. Selenium is found in seafoods, brewers yeast, organ meats (e.g. liver, kidneys), whole grains and onions.
- ◆ Zinc – zinc levels may be low in psoriasis sufferers. Natural sources of zinc are wheat bran, oysters, meats, dairy foods, nuts and bakers yeast.



- ◆ Rice – a study showed that a rice diet was very beneficial for psoriasis<sup>15</sup>.
- ◆ “Good Bugs” – beneficial microbes for the gut including lactobacillus are vital for gut health and hence psoriasis control. Suitable products include yoghurts and live culture capsules.
- ◆ Sunlight – sunlight is a very beneficial for psoriasis. The skin produces more vitamin D which is important for skin health.
- ◆ Relaxation – stress is a major factor in worsening psoriasis.
- ◆ Dead Sea Bathing – also bathing in mineral rich springs<sup>16</sup>; both appear to be of benefit in psoriasis.

### Decrease your:

- ◆ Alcohol – alcohol can greatly worsen psoriasis<sup>17</sup> by decreasing the liver’s detoxifying ability.
- ◆ Gluten – A recent study<sup>18</sup> showed that 16% of psoriasis patients had antibodies to gliadin, a wheat protein. When these patients followed a gluten free diet, they had dramatic improvement in their psoriasis. Gluten free breads and other products are quite widely available.
- ◆ Milk and Cheese
- ◆ Meats (particularly pork) and animal fats.
- ◆ Processed foods and fast foods.
- ◆ Foods preserved with sulphur dioxide, such as dried fruit (e.g. apricots), dehydrated vegetable products, and wine. Sulphur dioxide can worsen psoriasis, and cause allergic reactions.
- ◆ Citrus fruits and juices such as orange and grapefruit. These contain salicylates which appear to activate the inflammatory response in conditions like asthma and psoriasis.
- ◆ The most common allergens for eczema are milk, eggs and peanuts, which in one study<sup>19</sup> accounted for 81% of all childhood cases.



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- <sup>1</sup> C. Mann and E. Staba, "The Chemistry, Pharmacology and Commercial Formulations of Chamomile", Herbs, Spices and Medicinal Plants: Recent Advances in Botany, Horticulture and Pharmacology, Vol 1, pages 233-280.
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