



SKIN PRONE TO ITCHING\*  
ATOPY-PRONE SKIN

Maxime suffers from moderate Atopic Dermatitis. His skin is always dry and itchy even when he is not having a flare-up. But Maxime has finally found an emollient that quickly soothes itching and provides his skin with long-lasting hydration: XeraCalm AD.

# XeraCalm A.D

Emollient skin care

Acts directly  
on itching sensations\*

**I-modulia®**  
ACTIVE INNOVATION

## Formulas with broad spectrum efficacy for universal benefits

The XeraCalm AD range of lipid-replenishing skin care is formulated with **I-modulia**, an innovative biotechnological active, the fruit of 12 years' of scientific research. It reduces itching sensations, soothes irritation associated with hyper-reactive skin and regulates skin defense systems. Thanks to a unique combination of actives, XeraCalm AD emollient skin care provides instant benefits: significant reduction of itching sensations and restoration of the epidermal barrier function.

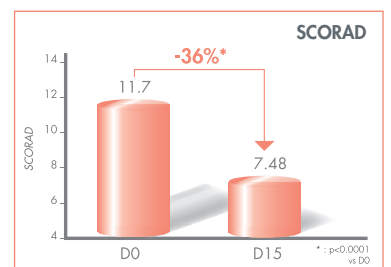
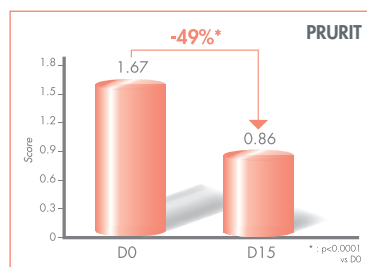
### International clinical study Italy - Romania

(Primary investigator: Prof Patrizi)

- 55 children aged between 1 and 4
- With mild to moderate Atopic Dermatitis (SCORAD < 20)
- 2 applications per day of XeraCalm AD Emollient Balm for 15 days.

\* Caused by skin dryness

### Significant reduction in clinical criteria from D1



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