



SOFTER, SMOOTHER  
SKIN IN JUST 3 DAYS\*

**NEW**



**SA SMOOTHING**, A CLINICALLY PROVEN SOLUTION  
FOR DRY, ROUGH AND BUMPY SKIN

\*From a 4 week consumer study with 55 subjects.

# THE PROBLEM: ROUGH, BUMPY SKIN CAN BE FRUSTRATING AND EMBARRASSING

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There are a number of symptoms and causes for conditions that result in “**rough and bumpy**” (hyperkeratotic) skin. Skin that feels rough to the touch is often caused by dryness and a **build-up of dead skin cells**. Certain hyperkeratotic skin conditions can also further accelerate the accumulation of dead cells and lead to rough, bumpy skin.<sup>1</sup>

One of the most common and chronic forms of hyperkeratosis is Keratosis Pilaris (or KP), which **affects 40+% of adults and adolescents globally**<sup>2</sup>. These small, harmless but unwanted bumps – sometimes referred to as “chicken skin” - are typically found on the back of the arms, thighs, back and buttocks, and are caused by a buildup of the protein keratin, which can plug the hair follicles. The result is not serious, but it feels rough, looks unsightly, and can be hard to get rid of. As a result, many individuals with KP **struggle with the emotional effects of the condition**.



KERATOSIS PILARIS (KP)  
affects **40+% OF ADULTS**  
& **ADOLESCENTS** globally<sup>2</sup>



# A MISUNDERSTOOD CONDITION THAT CAN AFFECT SELF-ESTEEM

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Rough & bumpy skin can be **resistant** to short-term therapy and requires long-term maintenance. Non-inflamed papules usually disappear over time and with age, but they can be resistant to most forms of short-term therapies. Current therapies consist of topical medications and moderate lifestyle adjustments (such as tepid showers, mild soaps and an at-home humidifier).

**Many patients with dry, bumpy skin do not realize that Keratosis Pilaris is a dermatological condition** and consequently do not visit a doctor. Instead, they often attempt to “treat” the condition with harsh mechanical exfoliation products, like scrubs. However, the use of **abrasive ingredients can cause micro-tears on the skin’s surface, damaging the skin’s barrier**. This action can often lead to a recurring cycle of dry, rough and bumpy skin.

It is not surprising that the physical appearance of rough & bumpy skin can also cause emotional reactions, like **embarrassment and self-consciousness, affecting patients’ everyday lives**. The short-term solution to this embarrassment may be a patient’s decision to conceal their body, by wearing long sleeves and pants - a concern during the summer months, when limbs are more frequently exposed.

# DERM INSIGHT: THE IMPORTANCE OF MOISTURISING, EXFOLIATION AND GENTLE FORMULAS

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**THE SOLUTION:** Stop hiding bumpy skin! CeraVe's SA Smoothing range provides **exfoliation** and **hydration** for extremely dry, rough and bumpy skin.

Patients with Keratosis Pilaris have been clinically shown to have reduced skin barrier function, which can be a result of ceramide deficiency. They have also been shown to have reduced subcutaneous hydration and increased TEWL (transepidermal water loss, a loss of water that leaves the body through the epidermis).<sup>1</sup>

“**Keratosis Pilaris is a chronic condition that can be made worse by dry, damaged skin. The condition cannot be “cured”, but can be managed through formulas that are clinically tested to chemically exfoliate dry, rough, uneven skin, to help improve skin texture while helping to restore the skin barrier’s function.**

\_\_\_\_\_ Prof. Petra Staubach-Renz – Dermatologist ”





# PRODUCT FOCUS

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The SA Smoothing range includes two standout products:

## SA SMOOTHING CLEANSER (8 OZ)

A high-foaming, fragrance-free, gentle gel cleanser, formulated without parabens, that can be used daily without disrupting the skin barrier. It does not leave skin feeling tight after rinse-off and exfoliates to help remove dead skin.



## SA SMOOTHING CREAM (6 OZ & 12 OZ)

An exfoliating, paraben-free formula used to soften and remove rough, scaly skin. The comfortable, fragrance-free moisturiser hydrates, via the rich, non-sticky and non-greasy formula.



# FORMULA TECHNOLOGY: A MOISTURISING, EXFOLIATING SOLUTION FOR ROUGH AND BUMPY SKIN

The SA Smoothing Cream, in particular, offers **three key benefits** specifically tailored for individuals with rough & bumpy skin:

## NON-ABRASIVE EXFOLIATION



**0.5% SA (salicylic acid)**<sup>^</sup> promotes desquamation of skin cells by disrupting intercellular junctions so they can be shed.



**0.5% LHA (LipoHydroxy acid)**<sup>^</sup>, a salicylic acid derivative that is more lipophilic than salicylic acid, allows for the penetration of the upper layers of the skin more slowly to help shed skin cells one by one.

## ALL DAY HYDRATION



**10% urea**<sup>^</sup>, a natural moisturising factor in the skin, acts as a humectant to draw in moisture and soften keratin to allow for desquamation.



**Hyaluronic acid**<sup>\*</sup> acts as a strong humectant to draw and keep moisture in the skin.



**MVE Technology**<sup>^</sup>, provides continuous release for all day hydration.

## BARRIER RESTORATION



**3 essential ceramides (1, 3 and 6-II)**<sup>\*\*</sup>, help restore the skin barrier repair.

<sup>\*</sup> Ingredient found in SA Smoothing Cleanser  
<sup>\*\*</sup> Ingredient found in SA Smoothing Cream

# CONSUMER TEST RESULTS: SMOOTHER SKIN AFTER 3 DAYS<sup>1</sup>

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After using the SA Smoothing range, **94% OF USERS** felt that their **SKIN FELT SMOOTHER, SOFTER** and **MORE HYDRATED AFTER JUST 3 DAYS**.<sup>1</sup> Additional, improved skin barrier function was measured after only one hour.



# CLINICAL STUDY RESULTS: STATISTICALLY SIGNIFICANT IMPROVEMENT

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**IN AN 8-WEEK CLINICAL STUDY** done on patients with keratosis pilaris, there was a:

**39.5%** improvement in VISUAL ROUGHNESS

**34.2%** improvement in TACTILE ROUGHNESS

**20.4%** improvement in FOLLICULAR ERYTHEMA (redness of the hair follicle)



1. From a 4 week consumer study with 55 subjects.

Protocol: An 8-week, single center, clinical study was conducted on 45 women, ages 18 - 50, with dermatologist diagnosed Keratosis Pilaris on their on the upper arm and upper thigh and self-perceived dry, rough, scaly skin. SA Smoothing Cleanser was used once daily on the upper arm/upper thigh and SA Smoothing Cream was applied twice daily on the upper arm/upper thigh; the other arm/upper thigh was left untreated. July 2019.



**CeraVe**

DEVELOPED WITH DERMATOLOGISTS

**SA Smoothing  
Cream**

10% UREA

FRAGRANCE FREE

1340 g

Exfoliates, softens, and smooths rough skin while helping restore the skin barrier

With 3 essential ceramides, urea & salicylic acid

EXFOLIATE + MOISTURISE + RESTORE

SMOOTHER SKIN IN 3 DAYS<sup>1</sup>



CeraVe, the #1 dermatologist recommended moisturiser brand in the US, NOW offers a CLINICALLY PROVEN SOLUTION to combat embarrassing rough and bumpy skin FOR SMOOTHER RESULTS IN JUST 3 DAYS!!

CeraVe products are available at

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For more information, please contact



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<sup>1</sup>. From a 4 week consumer study with 55 subjects.