

# Anti itch cream



A herbal cream has a unique blend of herbal ingredients such as juniper berry, geranium, manjishtha which helps in soothing the skin. It helps in maintaining the skin's suppleness and effectively soothes rashes and itching.

## MAIN INGREDIENTS AND THEIR ROLES:

*Silybum marianum* - Has anti-inflammatory properties and promotes healthy skin.

*Berberis vulgaris* - Prevents inflammation, dryness and itchiness of the skin.

*Arctium lappa* - Calms the inflamed blood vessels and protects against fungal infections.

*Citharexylum caudatum* - Acts as an antiseptic, antibacterial and anti-inflammatory that helps to calm and repair the irritated skin.

*Psoralea corylifolia* - Controls skin problems, treats dry and itchy skin and helps to maintain normal colour of skin.

## KEY INGREDIENTS

*Babchi oil, Juniper berry oil, Peppermint oil, Chamomile oil, Sesame oil, Almond oil, Geranium oil, Lavender oil, Coconut oil, Olive oil, Sunflower oil, Grapeseed oil, Gotu Kola extract, Silymarin extract, Beberine extract, Witch hazel water extract, Burdock extract, Aloe vera extract, Manjishtha water extract, Honey, Shea butter, Ascorbic acid, Tocopheryl acetate, Caprylyl glycol, Phenethyl alcohol, Propylene glycol, Hydroxypropyl starch phosphate, Potassium sorbate, Polysorbate 80 and Demineralised water.*

**DIRECTIONS OF USE** - Apply directly on the affected area. Do not apply more than 2 to 3 times a day. For children below 2 years of age, consult with the doctor.

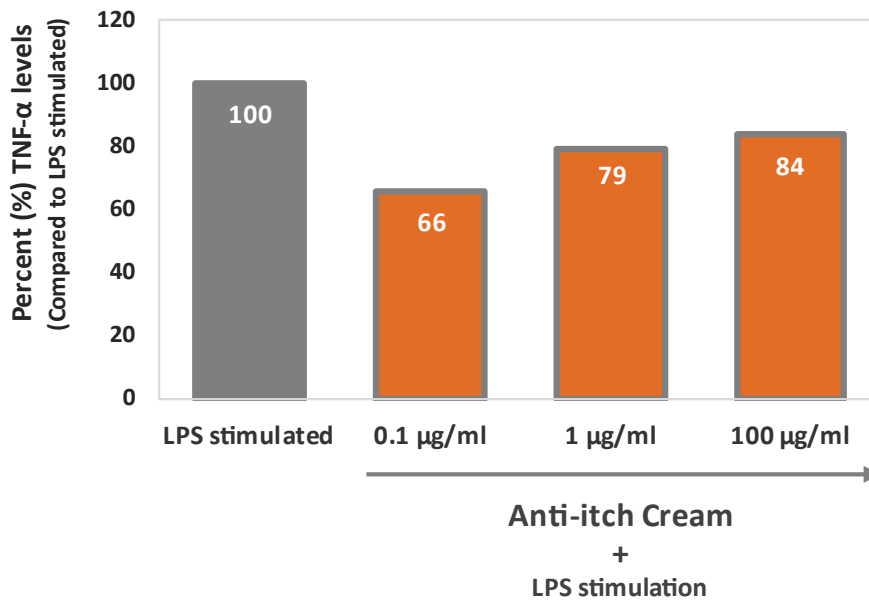
## EFFICACY DATA - IN-VITRO

Mostly, an inflammation of the skin causes the itching. Levels of cytokines, such as TNF- $\alpha$  are excessively increased upon inflammation. Cytokines act as messenger molecules and irritate the nerves in the skin that results in itching. Inhibition of stimulation induced cytokine levels reflects the anti-inflammatory and hence anti-itch potential.

### Efficacy Claims -

- Anti-inflammatory action
- Anti-itch
- Soothes rashes

#### Measurement of Anti-inflammatory potential by cytokine inhibition



Results obtained in vitro. Data demonstrates % TNF- $\alpha$  levels compared to LPS stimulated group normalised to 100%.

### Results

Anti-itch Cream inhibits LPS-stimulated levels of TNF- $\alpha$  in immune cells (macrophages, RAW264.7) by a maximum of 34% as compared to LPS-stimulated group.

These results substantiate the anti-itch properties of Anti-itch Cream.