

PsoEcze News

"Your source for up to date psoriasis/eczema information"



"Therapeutic ointment & cream for the relief of itching, scaling and inflammation associated with psoriasis and eczema"



Please See Our Ads In The Following:

- **The National Eczema Association**
(‘The Advocate Magazine’)
- **The National Psoriasis Foundation**
(‘Psoriastuff’ Column)
- **News Canada**
(www.newscanada.com search “psoecze care”)

At last! PsoEcze Care is finally here! First of all we must start off by thanking all our customers who have inquired about PsoEcze Care. We appreciate your calls, emails, and most of all your patience during the delay we experienced in trying to bring you such a high quality natural product! We thank you for your support and are anxious for you to try PsoEcze Care!

Here at Goapharma Canada we are very happy to be able to bring eczema and psoriasis sufferers not only a relief, but a natural solution to the physical symptoms and psychologi-

cal stresses that have been lingering. We have worked with M-Folia’s creator Adam Jackson to bring Canada and the US; PsoEcze Care because we know that natural treatments for psoriasis and eczema are highly sought after, yet few and far between!

We thank you for signing up to our newsletter and promise to provide you with up to date information on everything from new treatments, community events, to patient testimonials! We invite you to email us with any questions/ concerns, or if you have any stories you would like to con-

tribute and share with the PsoEcze News community!
(info@goapharma.com)

Enjoy!

-Goapharma Canada



In This Issue

Pharmaceutical Perspective with Blance Rozario



What is Mahonia Aquifolium?



Summer tips

What Sets PsoEcze Care Apart From Traditional Treatments??

- **Contains natural soothing ingredients**
- **Produces dramatic results in 82% of patients**
- **FREE of steroids, coal tars, and lanolin**
- **Gentle enough to be used on children aged 5 and up**
- **Intended for both face and body**
- **No harsh side effects**
- **Contains no animal ingredients and is not tested on animals**
- **Contains breakthrough ingredient MAHONIA AQUIFOLIUM! (see article inside for Mahonia facts)**

Pharmaceutical Perspective— Spotlight on Psoriasis

By: Blance Rozatio
Pharmacist, B.Pharm

Pharmacists commonly encounter patients with skin conditions. One such condition, is psoriasis, which affects more than 1 million Canadians, and can cause significant discomfort depending on how severe and widespread the condition is.

Psoriasis is a chronic non-infectious skin condition which currently has no cure. It's cause is unknown, although a genetic component is suspected to play a key role. Other contributing factors include skin injury, smoking, obesity, high level of stress and environmental conditions, such as humidity. Psoriasis can occur at any age but is commonly manifested between the ages of 15 and 50 years.

Typically, skin cells migrate from underlying skin layers to the skin

surface in 28 days. In psoriasis, this process occurs in 3 to 5 days. The normal process of skin cell growth and maturation is therefore altered, which does not allow the normal protective layers of the skin to form. The excess skin cells form raised scaly lesions, which can join together to form plaque. The plaques are commonly found on the patient's scalp, face, legs, hands and trunk and may cause redness, itch and discomfort.

There are various treatment options available to psoriasis patients. Some patients are able to adequately manage their symptoms by using basic skin care products like moisturizers and lubricants. Also, using less harsh laundry detergents, taking lukewarm showers, preventing skin from sun damage and avoiding scratching are ways of controlling psoriasis symptoms. Patients with frequent flare-ups may need more aggressive therapy and are encouraged to consult their physician.

A physician may prescribe corticosteroidal skin preparations, coal tar preparations or non-steroidal preparations depending on the severity of the symptoms that are present. Some patients may be prescribed oral medications and UV light treatments.

Due to the side effects associated with common chemical treatments (many which can be permanently damaging), natural products are always worth trying. As with anything, there is no one product that is going to work for everyone since each person's skin is unique to them. In many cases patients are hesitant to try 'natural' products thinking they will fail to show the result of medicated treatments, however this is not the case! Many new natural products on the market contain natural ingredients that have been clinically tested and shown dramatic results.



Have a story or advice
you would like to
share with the PsoEcze
Community?

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What Is Mahonia Aquifolium? Besides Oregon's State Flower...

Yes its true, Mahonia Aquifolium

(a.k.a. 'Oregon Grape') is the state flower of Oregon, and much more!

In the barberry family of shrubs, this plant resembles holly and boasts sour but edible berries (resembling large concord grapes). Mahonia is most often nestled in forests along the Pacific regions of North America.

So how does it work? Well recent studies have concluded that the root and bark of Mahonia plants have *anti-fungal, anti bacterial, and anti-inflammatory* properties due to the high concentrate of alkaloid. For this reason Mahonia Aquifolium is highly effective at soothing and treating: psoriasis, eczema, and other skin irritations. Recent studies in both Canada and

The US have named Mahonia aquifolium as "One of the top five most powerful herbal anti-fungal agents" (Positive Health Magazine). Skin tolerability has also been reported as being very positive. This is what makes PsoEcze Care a perfect soothing remedy for sufferers of eczema, psoriasis or any other skin irritations!

If you are sick of side effects, and harsh chemicals, maybe its time to turn over a new leaf..literally!



"One dermatologist at University College London-Hospital said that he had not seen such astounding results in his over 35 years of practice!"

*-Adam Jackson
 Medical Researcher*



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Shop or get information on both
psoriasis and eczema on our website

Www.goapharma.com

Summer Tips

- Try to keep skin cool by staying in the shade and avoiding excessive sweating.
- Consider keeping a food/skin journal to determine if there are certain foods that trigger your eczema/psoriasis.
- When summer shopping; look for clothing made of cotton since it is breathable for skin.
- Switch your regular moisturizer for one with sun-screen during the day.
- RELAX and avoid stress at all costs as it will only cause flare ups!



PsoEcze Works! Here's The Proof

"The overall assessment of clinical success, given by dermatologists or patients, showed a clear improvement of the symptoms. The dermatologists stated that in 80.3 % of cases the symptoms had improved or cleared completely, and 76.6% of the patients felt they had"

New perspectives in the treatment of psoriasis with Mahonia aquifolium. U Gieler, A. von der Weth & M. Heger

"The tolerability of M. aquifolium ointment was evaluated as good or very good by 82.4% of patients. There was a significant improvement in the quality of life, which was used as a subjective parameter throughout the study"

Journal of Dermatological Treatment 1995, U. Gieler, A von der Weth & M. Heger

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