

Anti Rash - CareMag™ B

The Natural Way



- **Natural:** A compound from the **Dead Sea**
- **Sustainable:** Ointment and cream formulations **free** from Lead
- **Innovative:** **Maximum strength at minimum time** for healing of diaper rash





Value:

Natural Lead free and environmentally friendly Material

Effects:

Rapid relief for diaper - rash
Applications:
Ointments and creams

Additional benefits:

- Easy to spread
- Improved sensorial feeling
- Less skin whitening
- Less cloths staining
- Less stickiness on the skin
- Easy to formulate

INCI:

CareMag™ B:
Magnesium Oxide &
Magnesium Hydroxide

Description:

White powder

Patent pending

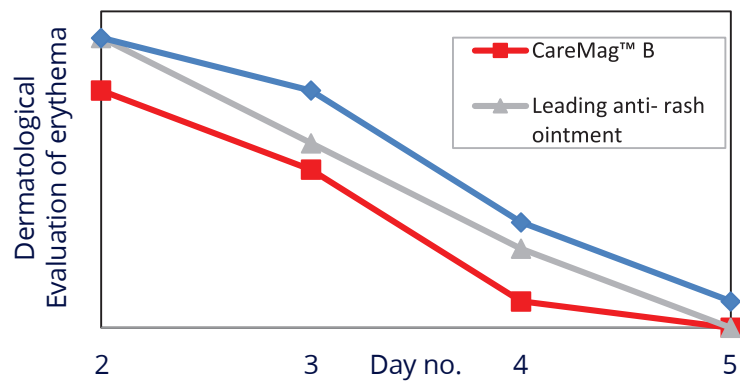
Facts and Figures CareMag™ B

Safety Tests

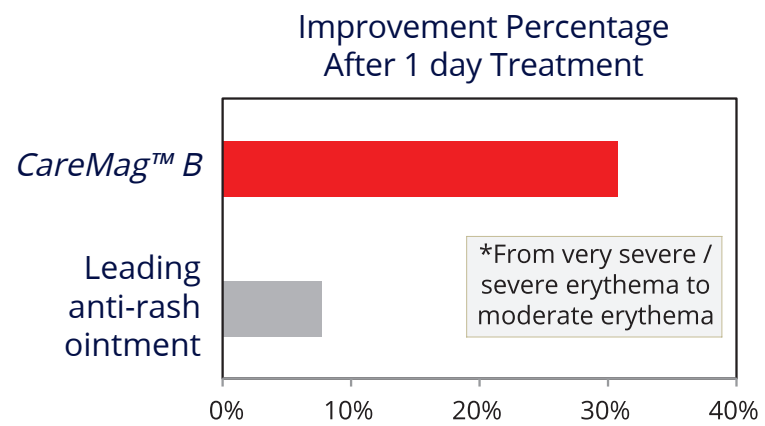
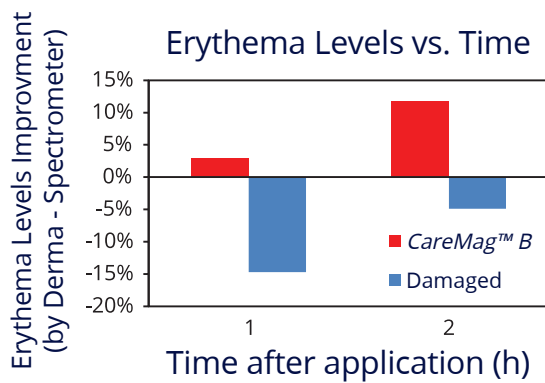
- Tested on 50 volunteers in hypoallergenic (RIPT) and dermatological safety tests.
- No volunteers showed any sensitivity – the formulation is **Hypoallergenic** and **dermatological safe**.

Clinical Studies

- Using CareMag™ B formulation resulted at **immediate effect** with time.
- CareMag™ B formulation performed **significantly better** that the leading anti-rash product.



Tested in proDERM, Germany on 22 people, 10% SDS by 4 h patch test. Application on 4 consecutive days. Ointments with 40% CareMag™ B or leading anti-rash ointment with 40% ZnO.



Kroitzter st. 12, P.O.B 180,
Beer-Sheva, Israel
info@periclase.icl-ip.com
www.icl-ip.com