

New Products

SONREI SEA CLEARLY TRANSLUCENT GEL SUNSCREEN, SONREI, LLC

A new eco-friendly, gel-based sunscreen line from Sonrei, LLC is now available. Sonrei Sea Clearly Translucent Gel Sunscreen is a premium sunscreen providing broad spectrum UVA/UVB protection. Developed for all ethnicities and skin tones in the form of a translucent gel, Sonrei provides sun protection via a proprietary gel with three powerful antioxidants: Vitamin C, Vitamin E, and Ferulic Acid. Designed for outdoor enthusiasts of all ages and gender, Sonrei's gentle, spreadable gel melts into the skin, leaving a velvety matte finish without the appearance of a white cast. Currently available in two formulas, the line includes the Sonrei Sea Clearly Translucent Gel Sunscreen SPF 30 and Sonrei Sea Clearly Translucent Gel Sunscreen SPF 50. sonreiskin.com



VITAMIN B3 BRIGHTENING SERUM, PCA SKIN

PCA Skin introduced a new Vitamin B3 Brightening Serum to reduce the appearance of dark spots and uneven skin tone while improving skin barrier function. This advanced formulation effectively reduces skin discoloration, redness, and glycation-related skin yellowing, leaving the complexion even and bright. Key ingredients include: Niacinamide (6%), an antioxidant that helps to reduce transepidermal water loss and improve barrier function, helps reduce redness and skin yellowing, and promotes an even skin tone; Mulberry Extract, Green



Tea Extract, and Oligopeptide-5, an advanced ingredient blend that



decreases the production of unwanted pigment to brighten skin and produce a clear, even complexion; Plankton Extract, which brightens and evens skin tone while dramatically reducing dark spots and discoloration; and glycerin, a humectant and emollient that helps hydrate skin. Pcaskin.com

RETOUCH BY INTRACEUTICALS, INTRACEUTICALS

RETOUCH by Intraceuticals is comprised of five targeted serums. All five serums can be used in conjunction with each other or customized to create a tailored regimen that focuses on key concerns. The serums are formulated with the latest advancements in peptide technology, with each water-based serum comprising of a unique active peptide to help deliver firmer and brighter looking skin. Designed to be applied on targeted areas, such as around the eyes, forehead, jawline, and cheek bones, the innovative formulas work to smooth out (Hyaluronic Base Serum), fill in (Lines), blur out (Eyes), visibly tighten (Lift) and brighten (Highlight). Intraceuticals.com



INVISIBLE SHIELD FULL PHYSICAL SUNSCREEN, SENTÉ

Senté Invisible Shield Full Physical Sunscreen is a new broad-spectrum, fully physical sunscreen that goes on easily and absorbs quickly for an invisible, weightless feel on skin. Available in a Tinted SPF 52 and Untinted SPF 49 option, both cosmetically elegant and suitable to pair with any core Senté products. Ingredients include Titanium Dioxide 5.75% and Zinc Oxide 11.15%



The sunscreen offers broad spectrum UVA/UVB protection, the highest UVA protection index PA++++, pollution shield, and blue light defense. Both formulas are recommended by the Skin Cancer Foundation as effective broad spectrum sunscreens. They are non-comedogenic, dermatologist-tested, non-phototoxic, oil free, and paraben free. sentelabs.com

NATURAL CERAMIDE THERAPY PRODUCTS, CERAMEDX

Ceramedx offers a natural way to care for dry, sensitive skin. The clinically tested, plant-based, and vegan certified Riceramide®-3 Complex (Ceramedx's patented new technology) is the first natural ingredient system that uses ceramides to help heal dryness, improve moisture retention, and prevent dryness from recurring. The line

currently has 3 products: Restoring Body Lotion, Extra Gentle Cleanser and Ultra Moisturizing Cream. Ceramedx.com



New in My Practice OTC: Kamedis Calm Eczema Therapy Cream



WITH LAWRENCE J. GREEN, MD

In each issue, *Practical Dermatology*® magazine asks leading physicians about new over-the-counter or prescription treatments that they are recommending to patients. This month, Lawrence J. Green, MD, Associate Clinical Professor of Dermatology at George Washington University School of Medicine in Washington DC, discusses Kamedis Calm Eczema Therapy Cream, which he has been suggesting to his patients with mild to moderate atopic dermatitis (AD) for about 18 months.

What is Kamedis Calm Eczema Therapy Cream?

Lawrence J. Green, MD: The Kamedis Calm Eczema Therapy cream is an over-the-counter botanical product that reduces the signs and symptoms of mild to moderate AD or eczema. It is a simple, safe cream that anyone with eczema that is localized can buy and use on their own. Its active ingredients are botanicals, which are both anti-inflammatory and antibacterial. People with eczema have higher amounts of bacteria on their skin. Some of the botanicals are *Rheum palmatum* (a rhubarb plant) and *Glycyrrhiza glabra* (licorice root) extracts, and Scutellaria and Cnidium (chinese herbs).

How does Kamedis Calm Eczema Therapy Cream stand out from other AD creams?

Dr. Green: I think Kamedis Calm Eczema Therapy stands out because it is a clinically proven effective for mild to moderate eczema and you can get it without a prescription. I also think

what really makes it stand out is its mix of botanicals that include Chinese herbals and other botanicals like Rhubarb. There is no other cream that uses botanicals to help relieve eczema signs and symptoms.

Which AD patients stand to benefit?

Dr. Green: I think anyone with mild to moderate eczema or even anyone with inflamed, overly sensitive skin would benefit from this product and that is who I recommend it to.

How do you suggest that your patients use this product?

Dr. Green: People should use this product twice daily on the areas of skin that are inflamed and overly irritated or where they have had or usually get the rash of eczema. I instruct people to wash their skin with a gentle cleanser or soap first, gently dry the area, and then apply Kamedis Calm Eczema Therapy Cream and rub it into and around the affected areas. (Kamedis makes an eczema therapy wash that pairs nicely with the cream.)

What type of results are your patients seeing with regular use?

Dr. Green: My patients are happy and feel that their skin is less inflamed and irritated. The ones who have eczema also note a lessening of the eczema where they apply the cream twice daily. Most of my patients begin to notice results after using the product for only a week or two. ■

