

Transcript Details

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Rosacea's Impact Is more than Skin Deep...Shifting Treatment Paradigms

Narrator:

Welcome to ReachMD.

This medical industry feature, titled "Rosacea's Impact is More than Skin Deep...Shifting Treatment Paradigms" is provided in partnership with Galderma Laboratories, L.P.

Dr. Hilary Baldwin is a paid consultant for Galderma Laboratories, L.P.

Here's your guest Dr. Hilary Baldwin.

Dr. Baldwin:

For the 16 million Americans living with rosacea¹, coping with the visible symptoms - like redness and acne-like breakouts - can be a constant battle. But the burden of this common skin disease goes far beyond what we see on the surface².

In fact, over 30 percent of patients with rosacea are more likely to suffer from non-visible symptoms, such as stinging, burning, itching, and pain². And when combined with issues seen on the skin's surface, the physical and psychological tolls on patient quality of life become profound.

In a survey of over 16 hundred rosacea patients, 88 percent reported experiencing feelings of embarrassment from their condition, 54 percent experienced anxiety and helplessness, and 43 percent experienced depression.

But these debilitating impacts are a direct result of symptom severity, and there are hopeful signs for patients who achieve symptom control. A global survey of 710 patients found that 49 percent of respondents who achieved clear skin believed that rosacea had no impact on their quality of life³.

This is why it's so important for clinicians to take advantage of the available treatment options to help patients with their rosacea. One such option is SOOLANTRA® (ivermectin) Cream, 1%.

SOOLANTRA Cream is a once-daily cream indicated for the treatment of inflammatory lesions⁴ of rosacea. It's a highly tolerable treatment among patients. In clinical trials with SOOLANTRA Cream, the most common adverse reactions (incidence ≤1%) included skin burning sensation and skin irritation.

The ivermectin molecule has a proposed dual mechanism of action consisting of both anti-parasitic and anti-inflammatory activities. Ivermectin decreases cellular and humoral immune responses by altering neutrophil and phagocyte activity^{6,7}. This anti-inflammatory response is believed to come from significant downregulation of pro-inflammatory mediators, including IL-6, IL-8, LL-37, HBD3, KLK-5, and TNF-α^{8,9,10,11,12}.

Based on clinical study results, beginning and continuing treatment with SOOLANTRA Cream improves the opportunity of achieving clearer skin,¹³ an essential factor in benefiting our patients' quality of life.

Announcer:

Indication: SOOLANTRA® (ivermectin) Cream, 1% is indicated for the treatment of inflammatory lesions of rosacea. Not for oral, ophthalmic or intravaginal use. **Adverse Events:** In clinical trials with SOOLANTRA Cream, the most common adverse reactions (incidence less than or equal to 1%) included skin burning sensation and skin irritation.

You are encouraged to report negative side effects of prescription drugs to the FDA. Visit WWW.FDA.GOV/MEDWATCH or call 1-800-FDA-1088.

This program was provided in partnership with Galderma Laboratories L.P. If you missed any part of this discussion, visit reach-m-d-dot-com. This is ReachMD. Be part of the knowledge.

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