

It's time to stop diabetic pre-ulcerative callus from turning into ulcerations

Medical studies have proven that neuropathic pre-ulcerative callus precedes 80% of foot ulcerations in patients with diabetes.⁵

Peer reviewed studies also show that non-keratolytic creams typically prescribed by GP's failed to treat pre-ulcerative callus in patients presenting at NHS Diabetic Foot Clinics.³

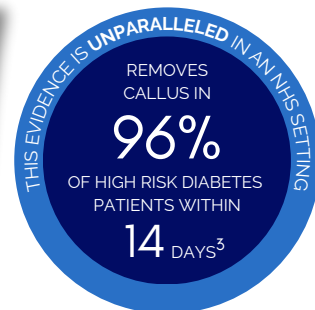
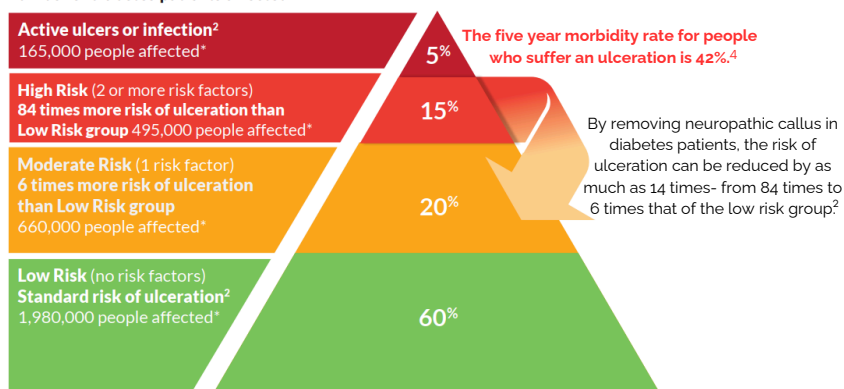
Dermatonics Once Heel Balm is different. A Clinical Review published in the industry-leading Diabetic Foot Journal in March 2020, found that up to 96% of high risk NHS patients with diabetes had their pre-ulcerative callus successfully treated within 14 days.⁵

This evidence is unparalleled in an NHS setting.

Stratification of risk

Pyramid of foot care for a population of people with diabetes⁷

Comparative risk of ulceration and number of diabetes patients affected



Prescribe Dermatonics Once Heel Balm for your diabetic patients

One of the most effective strategies to prevent foot ulcers in patients with diabetes is the prevention of pre-ulcerative callus formation⁶ – as this reduces the risk of ulceration by up to 14 times.²

Dermatonics Once Heel Balm treats and prevents the recurrence of pre-ulcerative callus, meaning that ulcers are far less likely to form.

How do ulcerations happen?

This diagram shows the alarmingly simple way in which pre-ulcerative neuropathic callus can become an ulceration.

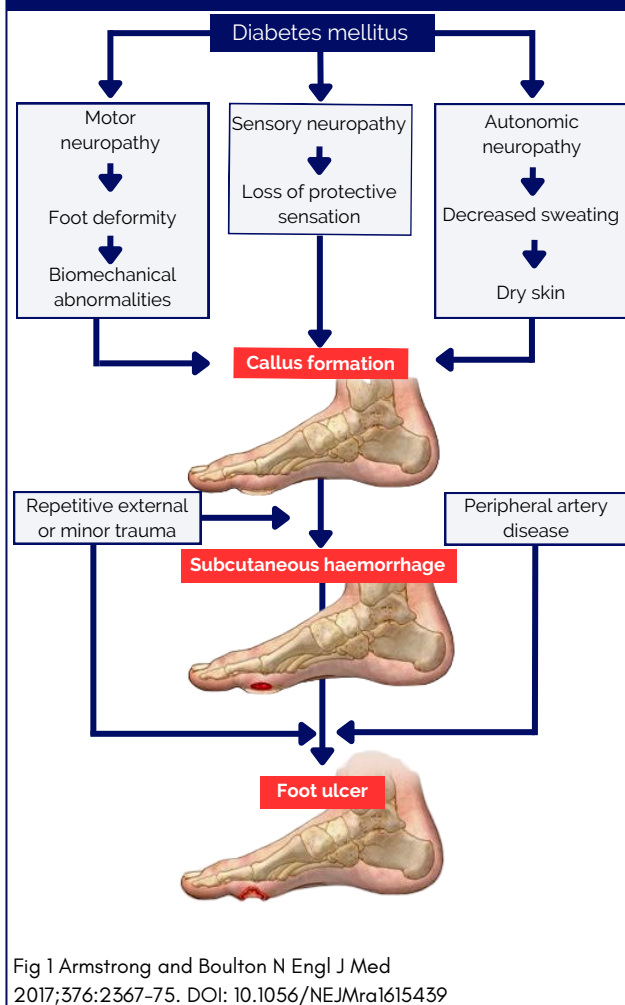


Fig 1 Armstrong and Boulton N Engl J Med 2017;376:2367-75. DOI: 10.1056/NEJMr1615439

<p>1.3m diabetic patients have elevated risk of ulceration</p>	<p>£14,651¹ The average cost to treat an ulceration</p>
<p>67,000¹ diabetic patients have foot ulcers at any given time</p>	
<p>1 in 20 1 ulceration per 20 patients who are at elevated risk</p>	<p>£1billion¹ Annual cost of ulceration to the NHS</p>

1 Diabetic foot care in England: An Economic Study. Marion Kerr, Insight Health Economics, for Diabetes UK, January 2017.
 2 Leese GP1. Stratification of Foot Ulcer Risk in Patients with Diabetes: A Population-based Study. International Journal of Clinical Practice. 2006 May; 60(5):541-5.
 3 Jones S, Lunn D. A Clinical Review of Dermatonics Once Heel Balm 2020. Diabetic Foot Journal, March 2020.
 4 Apelqvist J, Larsson J, Agardh CD. Long-term Prognosis for Diabetic Patients with Foot Ulcers. J Intern Med 1993; 233:485-91.
 5 Ronald A. Sage, et al (2001). Outpatient Care and Morbidity Reduction in Diabetic Foot Ulcers Associated with Chronic Pressure Callus. Journal of the American Podiatric Medical Association: June 2001, Vol. 91, No. 6, pp. 275-279.
 6 Factors Associated With Callus in Patients with Diabetes. Hamatani et al. J Diabetes Sci Technol. 2016 Oct; 10(6): 1353-1359.
 7 Boulton Cavanagh Rayman; The Foot In Diabetes, 2006 P399.



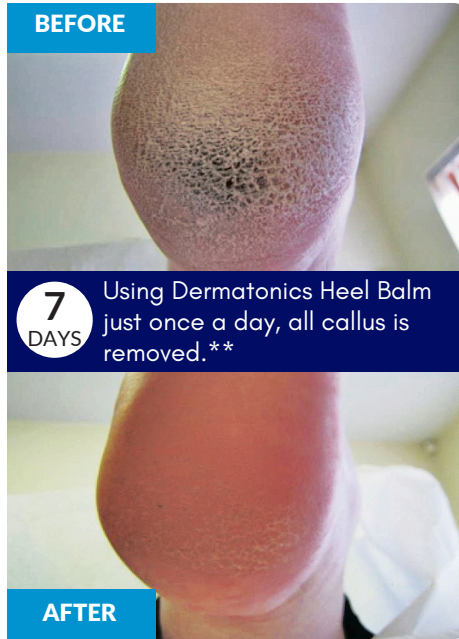
APPLY JUST
ONCE
A DAY



Dermatonics Once Heel Balm - Visible proof of efficacy

Up to 96% of our high risk diabetes NHS patients had their pre-ulcerative callus treated within 14 days.³ This evidence is unparalleled in an NHS setting.

Real examples of treatment



** Case study courtesy of NHS Highland
† Case study courtesy of NHS York

Cost per day	Tube size	Cost Per Day	Cost for 28 Days
Flexitol Heel Balm	200g	£ 0.39	£ 11.03
Dermatonics Once Heel Balm	200ml	£ 0.10	£ 2.67
% Saving with Dermatronics		76%	

Usage	Times per day	Cm per time	Assume 2 feet	Cm per day
Flexitol <i>For best results apply 2cm lengths twice daily</i>	2	2	2	8
Dermatonics <i>Apply a 1cm strip ONCE daily</i>	1	1	2	2

Dermatonics v Flexitol® Heel Balm

Tube Size	Dermatonics Heel Balm	Flexitol® Heel Balm	Saving (p)
75ml	£3.83	£3.98	15p
200ml	£9.52	£9.85	33p

Cost per tube

More importantly, Dermatronics Once Heel Balm requires a 1cm strip to be applied once a day, vs the Flexitol product which requires a 2cm strip to be applied twice a day for all patients, for best results.

Dermatonics Once Heel Balm requires just one quarter of the application amount per day.

Please ensure that Dermatronics Once Heel Balm is applied around, and not in, any splits. Application in these splits risk stinging, as well as the introduction to pathogens.

Dermatonics Once Heel Balm is now carbon neutral



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climate-id.com/MM5ZEW



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www.dermatonics.co.uk



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