

## 5 Days to Change a Life

### *Clinical Trials only tell part of the story*

I couldn't help being moved by these pictures that accompanied an email sent to us last week concerning Florence, a 9 ½ month old who was causing such concern to her family and clinicians caring for her. Florence's mum, Judith had been on our DermaSilk website and ordered some clothing from us last week following a recommendation from the hospital. The panel opposite is the unsolicited text of the email she sent me after 5 days of DermaSilk use.....



From:  
[\\*\\*\\*\\*\\*@mobileemail.vodafone.net](mailto:*****@mobileemail.vodafone.net)  
[[mailto:\\*\\*\\*\\*\\*@mobileemail.vodafone.net](mailto:*****@mobileemail.vodafone.net)]

Sent: 24 April 2012 15:39

To: [info@dermasilk.co.uk](mailto:info@dermasilk.co.uk)

Subject: Thank you  
Our baby clothes arrived last week and I couldn't wait to email. This was my daughter before and after us using her derma silk clothing at nights. She is a different baby, we had endless problems trying to get her to eat and she was under the hospital not just for her skin but for food too as she was losing weight and showing no interest in life or food. Five days on and I have a new child, she's funny, full of beans, eating and showing an interest in food, hers and ours. She plays and acts like a 9 and a half month old should. We all sleep at night which is the first time since she developed bad skin. At baby clinic this morning we clocked up a weight gain and our HV was so amazed she had tears in her eyes at the transformation.

Thank you from the bottom of my heart, our Gp has now ordered her a second set and had his eyes opened to the miracle of Derma silks.

Thank you, thank you, thank you.

From Florence and all her family. Xxxx

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***Judith***

## Eyes Opened!

We all respond to different triggers in making decisions. Some doctors need lots of clinical data before they make a prescribing decision whilst others need the reassurance of peer usage or clinical guidance.

Others look at the prescribing decision from the holistic viewpoint as recommended by NICE.

There are still further clinicians who base their decision on real life scenarios that can't be captured in double blind, placebo controlled crossover trials.

Whichever drives their prescribing and recommendation decisions, DermaSilk Therapeutic Clothing has the data to reassure them.

Firstly, a clinical trial database of 8 studies (3 Randomised Controlled Trials) involving over 300 patients in a number of clinical scenarios, all confirming superior efficacy over conventional cotton underwear.

Secondly, POEM scores in over 50 patients, measuring significant reductions in eczema severity in real world patients in real world settings.

Thirdly, patient acceptability studies indicating great compliance and high levels of patient satisfaction.

No other medical clothing can demonstrate such a depth of supporting data and as the effect of DermaSilk relies on a combination of 100% fibroin silk with a specific permanently bonded antimicrobial, no other clothing can claim the same efficacy from these data.

Finally, there is the Florence Effect. Having seen the change that DermaSilk has had on the life of this little girl, her family, Health Visitor and GP, who can't have the heart to prescribe for other little Florences?

Faced with such an improvement would you not feel justified in spending the additional £65 to provide Florence with the second set of clothing to keep her covered for the next 6 months until she grows out of them? Her GP in this case obviously felt justified in committing 30 pence a day to help keep her eczema at bay.

It is always difficult to consider an alternative approach to the management of eczema and there will always be those who can't believe that something as simple as changing underwear can have such a dramatic effect but Florence is such a compelling example of the many responses that we get from families that I just had to bring her to your attention.

*Do you have a Florence?* Children who are frequent visitors to clinic with frequent flares or those prone to infection. Please consider giving DermaSilk a try.

"We are not concerned about blanking out bits as we are happy to share our experience with everyone who wants to listen. (And she makes such a lovely model hehe ) Florence completely agrees well she would if she wasn't in the land of derma silk sleep. Sorry I sent so many photos but I wanted you all to get a complete picture of the difference. We are so thrilled and hope the improvement continues."

Judith, Florence's mum



DermaSilk Therapeutic Clothing is available in sizes from Birth to Adult sizes. Visit our website [www.dermasilk.co.uk](http://www.dermasilk.co.uk) for more information or call us on 01462 346100 for more information.