

DERMASILK TELEPHONE RESEARCH:

- Espère Healthcare has supplied nearly 100,000 DermaSilk garments in the UK since its launch. In December 2011/January 2012, 100 telephone interviews were conducted on recent DermaSilk customers.

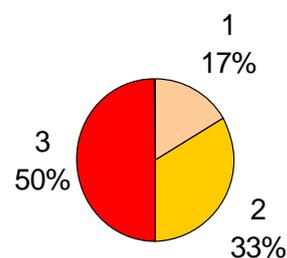
INCLUSION CRITERIA

- Clients that bought some DermaSilk body suits/leggings (3 months – 3 years) in the 2011 for children affected by Atopic Dermatitis. Purchasers of other small individual items such as gloves or socks were excluded from the research as they were unlikely to have “all over” eczema.

ECZEMA SEVERITY

Q: On a scale of 0-3 how severe was your Child's eczema when you received the DermaSilk?

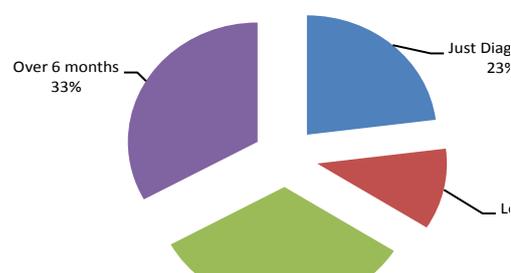
Mean = 2.46



As can be seen above, most of the children were considered to have moderate to severe eczema.

STAGE OF DISEASE

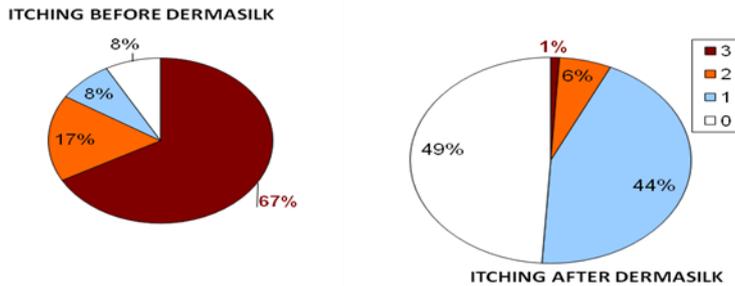
Q: For how long has your child suffered from eczema before you purchased DermaSilk?



2/3rds of purchasers had been suffering over a month before they tried DermaSilk. What is of interest however is the number of newly diagnosed patients who are finding DermaSilk.

EFFECT ON ITCH

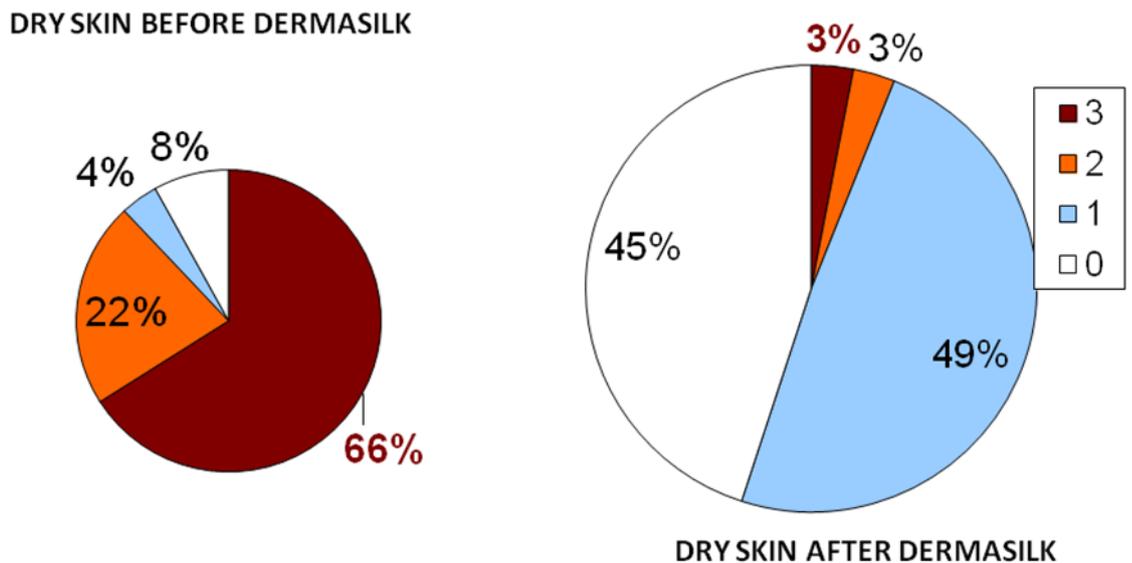
Q: How has the use of DermaSilk affected the itching associated with eczema?



Before the use of DermaSilk over 2/3rds of families reported the maximum severity of itch with their children and only 8% reporting an itch level of Zero. After using the DermaSilk the vast majority of families reported itch scores of Zero or 1. Severe itch (3) reduced from 67 families to just one! It is clear from these data that DermaSilk is having a major effect on itch reduction.

EFFECT ON SKIN DRYNESS

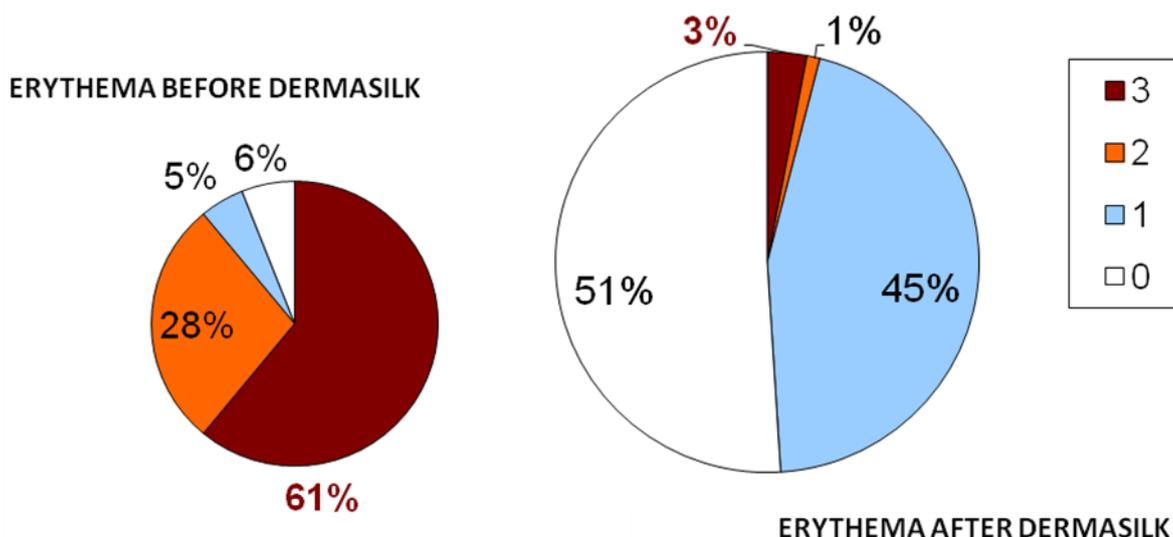
Q: How has the use of DermaSilk affected skin dryness?



As with itch the overall effect on skin dryness has been considerable with severely dry skin (3) dropping from 66 children to just 3 with 94 children having no dry skin (0) or mildly dry skin (1). DermaSilk is helping to soften the skin and this will increase comfort and reduce the need for excessive amounts of emollients.

EFFECT ON SKIN REDNESS

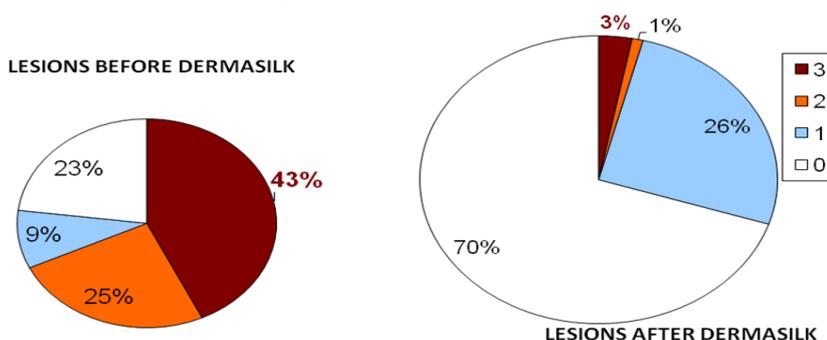
Q: Has DermaSilk affected the appearance of the skin in terms of redness?



These results almost match those achieved with dryness with DermaSilk reducing severe redness (3) from 61 children to just 3. Whilst it is true that some children may see a normal reduction in redness over time as flares subside these data suggest that DermaSilk is contributing to the overall reduction in redness.

EFFECT ON HEALING BROKEN SKIN

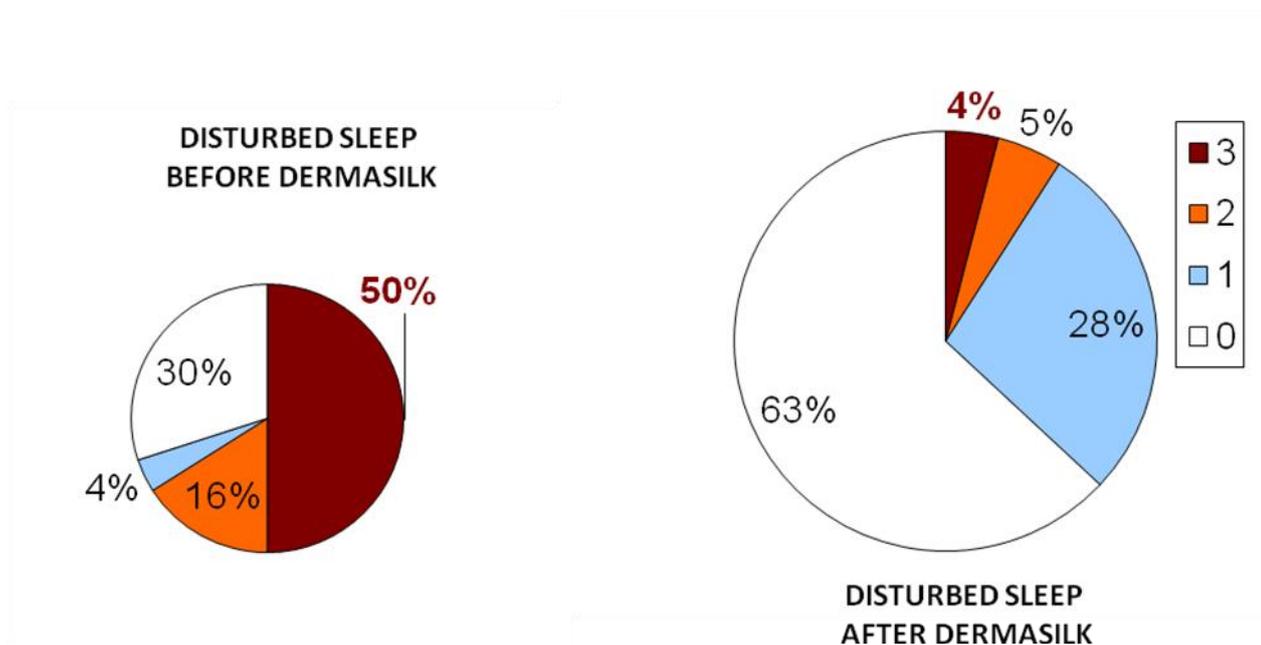
Q: Broken skin can be a chance for infection and further misery. How has DermaSilk helped with either healing or preventing broken skin?



Moderate to severe skin lesions (3 & 2) were noted by 68 families prior to DermaSilk usage and this declined to just 4 children after the use of DermaSilk. 70 children had little or no open lesions following DermaSilk usage.

EFFECT ON SLEEP DISTURBANCE

Q: One of the major problems associated with eczema is broken sleep. How has DermaSilk affected the sleep patterns of you and your child?



2/3rds of responders reported either a moderate or severe disruption in sleep patterns prior to DermaSilk usage with half of all responders classifying their sleep disturbance as severity 3. Following DermaSilk usage only 4 families reported severe sleep disturbance and 91 families had classified their sleep disturbance as either minimal or not at all.

A combination of itch reduction, reduced skin dryness and erythema reduction are the main contributing factors to this dramatic reduction but the softness and temperature controlling aspect of the clothing is also a major contributor to this reduction.

EFFECT ON THE USE OF OTHER MEDICATIONS

Q: How did the use of DermaSilk affect the usage of other medications?

45 families reported that their use of emollients had reduced significantly since starting to use DermaSilk and 30 families had noted a distinct reduction in the use of topical steroid creams and ointments. A further 37 families had reduced the use of other pharmaceuticals such as antibiotics and antihistamines.

SPEED OF ACTION

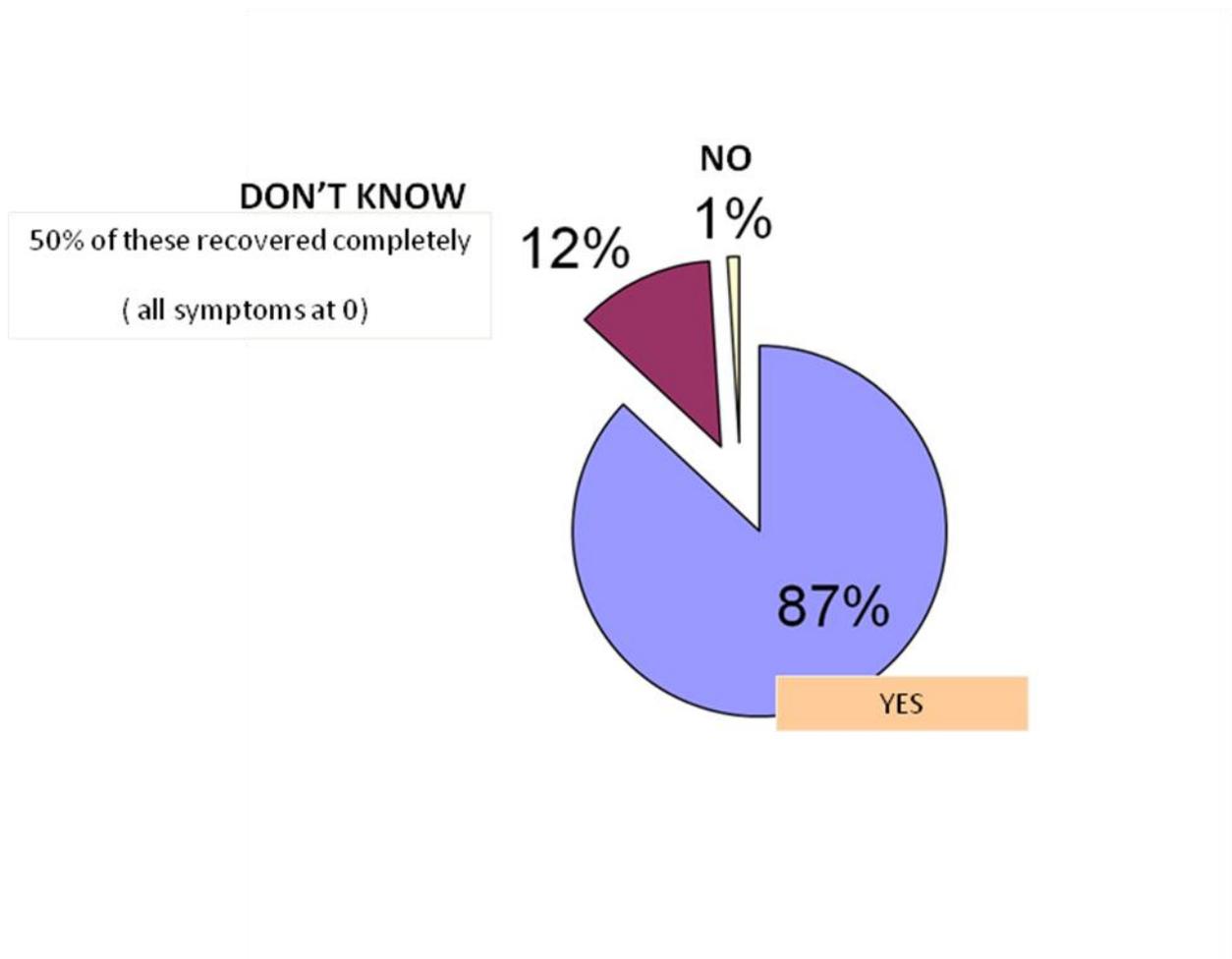
Q: How quickly did DermaSilk start to work?

Speed of action is important with eczema medication because families want to try and calm the condition down as quickly as possible for the sake of all concerned.

¼ of the families reported an immediate effect with a further 14% reporting an effect within a few days and 26 more children within a month. Overall nearly ¾ of families saw benefits within 4 weeks. Interestingly, half of the families who took longer to see a response were only using the garments at night and this reinforces the need to use the underclothes all the time.

EFFECT ON QUALITY OF LIFE

Q: How has DermaSilk affected the quality of life for your child and your family?



A Resounding 87 families out of 100 stated that DermaSilk had had a positive effect on their overall quality of life. Only one family said it had not with a further 12 undecided, despite the fact that symptoms had been reduced to zero in 6 of them. Individual perceptions vary but it is clear that the overall impression of DermaSilk Therapeutic Clothing was that it did, indeed change lives!

OVERALL SATISFACTION

Q: Overall how satisfied are you with the ease of use of the clothing, the durability of the garments and what is your overall impression of DermaSilk on a scale of 0-3?

How easy was DermaSilk to use on a scale of 0-3? **2.56**

How hard wearing were the products on a scale of 0-3? **2.3**

How satisfied are you with the DermaSilk products on a scale of 0-3? **2.79**

DermaSilk lives up to its expectations in terms of ease of use, durability and overall family satisfaction.

This is reflected in some of the quotes made at the end of the survey:

"We are so thankful to DermaSilk, it really has changed my life and the life of my little child"

"DermaSilk is really better than any topical steroids and without any side effects"

"When he was only 18 months my baby was continually asking for DermaSilk garments"

CONCLUSION.

This is the first major telephone survey undertaken to measure the effects of the use of DermaSilk Therapeutic Clothing and the results indicate a striking reduction in symptom severity and presence leading to improved sleep and a better quality of life in 87 out of 100 families surveyed.

DermaSilk has a high overall level of patient satisfaction, unlike many dermatological treatments and is contributing to a reduction in the use of excessive amounts of emollients and topical steroids through its own control of eczema symptoms.

For more information on DermaSilk Therapeutic Clothing please log on to www.dermasilk.co.uk