



**PROTECT YOUR SKIN,
REDUCE DISCOMFORT
AND AVOID BREAKS
IN TREATMENT**

DURING RADIATION THERAPY.

MIADERM'S EVIDENCE-BASED FORMULA HELPS SOOTHE SKIN, PREVENT DAMAGE AND KEEP YOUR TREATMENT ON SCHEDULE.

In use in hundreds of radiation treatment centers in the US and abroad, Miaderm and Miaderm-L have helped more than 40,000 people reduce the skin-related side effects of radiation therapy and stay on their all-important treatment schedule.

“My skin was raw and I couldn't even sleep. A friend sent me Miaderm, and when I used it, I had instant relief. I slept that night and by the next day, my skin already looked better. I highly recommend Miaderm.”

ELLEN, PATIENT

“My husband was so burned that I went online and found Miaderm. It was a godsend. He couldn't believe the difference.”

MARK & JODY, PATIENTS

“We use Miaderm as part of the therapy for our breast cancer patients. And because we have noticed a *significant* decrease in the severity of radiation dermatitis and have had no breaks in treatment, we use Miaderm exclusively... and even provide it for our patients.”

RAYMOND TAN, MD, RADIATION ONCOLOGIST

“We've been using Miaderm for all our patients for the past six months, and we haven't had a treatment break to date. We are very pleased.”

JOSHUA PETIT, MD, RADIATION ONCOLOGIST
& JENNIFER STINSON, RN, ONCOLOGY NURSE

“The Miaderm cream is absolutely excellent! I'm so glad the radiation nurse and radiation oncologist recommended it to me.”

MIRIAM, PATIENT

“Our patients are having great success with Miaderm. We are now starting our patients with Miaderm from the beginning of their treatment.”

KERRIE STUART, RN

RADIATION DERMATITIS IS COMMON AND UNCOMFORTABLE... AND CAN INTERRUPT YOUR TREATMENT.

You may not yet know it, but your radiation oncologist does: Radiation therapy's effects on skin are unpleasant and uncomfortable... and the most common side effects of radiation treatment. But the most significant problem associated with radiation dermatitis is that it can force interruptions in your treatment, which can increase your risk of cancer recurrences. Uncomfortable or painful skin can also result in missed treatments, which must be avoided.

MIADERM: DESIGNED BY RADIATION SPECIALISTS TO MAXIMIZE TREATMENT.

Miaderm and Miaderm-L with lidocaine were developed by radiation oncologists specifically to minimize your skin-related side effects and ensure the effectiveness of your treatment. As radiation specialists, we embrace these — along with your safety — as our top priorities, and we felt that more could be done. So we followed the evidence and created lotions specially designed to help:

- reduce radiation's effects on your skin
- soothe and restore radiation-damaged skin
- reduce or eliminate breaks in treatment

ONE PURPOSE. ONE FOCUS.

Miaderm and Miaderm-L were created exclusively for people undergoing radiation treatment. Miaderm has no other product lines and no objectives other than to lessen the effects of radiation on your skin, prevent interruptions in your treatment and ensure your safety. Our compassion and dedication are why we keep our margins low, helping keep Miaderm affordable. They are also why we listened to our patients and medical professionals and created Miaderm-L with lidocaine to provide additional relief when it's needed.

GET RELIEF, AVOID SKIN DAMAGE AND STAY ON YOUR TREATMENT SCHEDULE.

Protect yourself from discomfort and pain and avoid interrupting the treatment you need. For best protection and results, begin using Miaderm before you start treatment, and discover why thousands of patients and hundreds of radiation specialists use, trust and recommend Miaderm and Miaderm-L with lidocaine. Place your order today or call for more information.

(877) 642-7727 | WWW.MIADERM.COM



FORMULATED USING INGREDIENTS THAT ARE SUPPORTED BY THE SCIENCE.

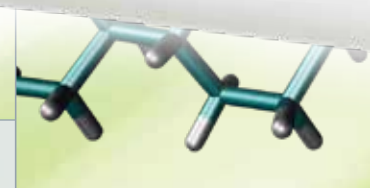
Treatments for cancer — including treatment with radiation — are more effective today than ever. And the reason is science. Doctors use — and we all depend on — only those methods that are *known* to be effective. So we followed the same common-sense approach when developing Miaderm and Miaderm-L. We selected ingredients that have been demonstrated by scientific research to reduce the occurrence and severity of radiation dermatitis, delay its onset and minimize treatment interruptions.



CALENDULA (>10%)

In a study of radiation therapy patients, application of calendula ointment resulted in far fewer occurrences of dermatitis than in the group using a traditional substance. Calendula users also experienced less radiation-induced pain and fewer breaks in treatment.

(Pommier P, et al. *J Clinical Oncol.* 2004; 22:1447-1453)



HYALURONATE (>1%)

In another study of radiation therapy patients, hyaluronate cream significantly reduced the incidence of high-grade skin reactions, delayed their onset and reduced their severity. The study also noted hyaluronate's association with faster recovery from skin symptoms.

(Ligouri V, et al. *Radioth Oncol.* 1997; 2:155-161)



ALOE VERA (>10%)

In a third study, patients who applied aloe vera after applying a mild soap solution experienced initial skin irritation two weeks later than those who used the soap but not the aloe. The study noted that this suggests aloe vera may have a protective effect.

(Olsen DL, et al. *Oncol Nurs Forum.* 2001; 28:543-247)



- Recommended for use beginning one week prior to the start of treatment
- Water-based
- Nonsteroidal
- Nonirritating
- Alcohol- and nut oil-free
- Safe and effective for all skin types
- Made in the U.S.A. in an FDA-approved lab
- 100% satisfaction-guaranteed



- Recommended for patients with uncomfortable skin breakdown
- Recommended for patients who did not use Miaderm at the beginning of treatment
- Designed to eliminate multiple topical applications
- Miaderm's scientific formula with the fast-acting relief of lidocaine



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AIDEN INDUSTRIES, LLC
3453 TOSCANO COURT, ENCINITAS CA 92024
T: (877) 642-7727 | WWW.MIADERM.COM | F: (951) 514-2925

Miaderm and these statements have not been evaluated by the Food and Drug Administration. Miaderm is not intended to diagnose, treat, cure or prevent any disease.