

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 only those methods that are *known* to be effective. So we followed the same approach when developing Miaderm, Miaderm-L, Fragrance-Free Miaderm, and Miaderm Calendula Soap. We selected ingredients that have been demonstrated by scientific research to:

- reduce the occurrence and severity of radiation dermatitis
- minimize treatment interruptions
- delay its onset



RADIATION DERMATITIS IS COMMON AND UNCOMFORTABLE, AND CAN INTERRUPT TREATMENT

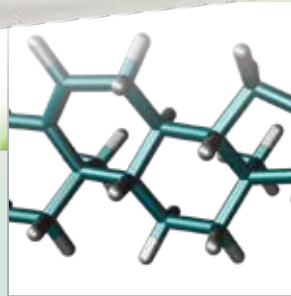
Radiation therapy's effects on skin are unpleasant, uncomfortable, and the most common side effects of radiation treatment. Worse, radiation dermatitis can force interruptions in your treatment, which can increase your risk of cancer recurrences. Uncomfortable or painful skin can also result in missed treatments, which must be avoided.



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)



AQUEOUS CREAM

In a third study, patients who applied a topical aqueous cream throughout the duration of their radiation treatment and for two weeks afterward experienced much less desquamation than those who used aloe vera alone.

(Heggie S, et al. *Cancer Nurs.* 2002; 25(6):442-51)



ALOE VERA (>10%)

In a fourth 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
- Also recommended and guaranteed to treat patients with the shingles virus and post herpetic neuralgia



- Miaderm's scientific formula, but fragrance-free



- Soothes and comforts dry, irritated, and irradiated skin



AIDEN INDUSTRIES, LLC

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PROTECT YOUR SKIN,
REDUCE DISCOMFORT,
AND AVOID BREAKS
IN TREATMENT
DURING RADIATION THERAPY

MIADERM: DESIGNED BY RADIATION SPECIALISTS TO MAXIMIZE TREATMENT

Miaderm and Miaderm-L with lidocaine were developed by radiation oncologists to minimize skin-related side effects and ensure the effectiveness of treatment. These, and your safety, are our top priorities as radiation specialists, 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

We created Miaderm and Miaderm-L specifically for people in 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. This commitment, and our compassion, are why we keep our margins low. They’re also why we listened to doctors and patients and created Miaderm-L with lidocaine to provide additional relief when it’s needed.

MIADERM PRODUCTS RECOMMENDED USE:

- For best results, begin use of Miaderm 3x daily one week prior to the start of treatment.
- Continue Miaderm products 3-4x daily during

- treatment to areas of skin within treatment field.
- Do not use within one hour prior to radiation treatment.
 - Continue use for two weeks (or more) post treatment to minimize delayed side effects.
 - Miaderm is effective whenever you begin use.

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

Protect yourself from pain and avoid interrupting the treatment you need. Discover why patients and radiation oncologists all across the US trust Miaderm. Place your order today or call for more information.

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TRUSTED BY RADIATION ONCOLOGISTS, RADIATION NURSES AND THEIR PATIENTS

In use in hundreds of radiation treatment centers since 2006, Miaderm has helped thousands of patients reduce skin-related side effects and stay on their treatment schedule. Today, it can be found in hundreds of treatment facilities around the United States and is the trusted choice of radiation oncologists and nurses for the protection and soothing of patients’ skin.

“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

“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

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

MIRIAM, PATIENT

“Treatment breaks have become almost nonexistent at our office. Radiation dermatitis is not a problem that our patients have to worry about with Miaderm. All our patients are on it, and I highly recommend it.”

BRUNNY ROMERO, LVN

“Our radiation oncologist starts all her patients with Miaderm from the beginning of their treatment. She and I are very pleased with the results, and the patients love it. We will continue to use Miaderm.”

JUDY VOORHEES, RN

PRODUCT INGREDIENT COMPARISON CHART

Just as Miaderm is formulated using ingredients shown to make a difference, we wanted to share how various products used for radiation therapy skin care make use of these ingredients.

		I N G R E D I E N T S								Miaderm also contains <1% Soluble Marine Collagen	
		EFFECTIVE			MIXED	INEFFECTIVE					
		Calendula	Hyaluronic-Acid	Aqueous Cream*	Aloe Vera	Petrolatum	Vitamin E	Sunflower Oil	Bamboo		Glucosamine
P R O D U C T S	Miaderm® Radiation Relief Lotion	>10%	>1%	✓	>10%	-	-	-	-	-	
	UltimateVitality Radiation Relief Cream	?%	?%	-	?%	-	✓	✓	-	-	
	Aquaphor®	0	0	-	0	✓	-	-	-	-	
	TriDerma® Radia-Soothe Skin Relief	?%	0	-	?%	-	✓	-	-	-	
	Jeans Cream™ Maximum Skin Therapy	0	0	-	?%	-	✓	-	-	-	
	Lindi® Soothing Balm	0	0	-	0	-	✓	-	-	-	
	RemeVerse® Radiation Relief & Recovery	?%	?%	-	0	-	✓	-	-	-	
	Rejuvaskin® Skin Recovery Cream	?%	?%	✓	?%	-	-	-	✓	✓	
	PhysAssist® Oncology Cream	?%	0	-	0	-	✓	-	-	-	
	OncoEase Oncology Cream	?%	0	-	?%	-	✓	✓	-	-	
	CamWell® Herb to Soothe	0	0	✓	?%	-	✓	-	-	-	
Eucerin® Original	0	0	-	0	✓	-	-	-	-		

* Aqueous creams are primarily water-based, not oil-based. We have attempted to identify which products are water-based.