

Simply Clear™

Acne Gel

**An advance in chemistry
that more successfully
combats the disease.**

- ❖ Effective at any stage in the disorder
- ❖ Good results are seen in a few days
- ❖ Non-irritating
- ❖ May be used continuously, unlike other medications
- ❖ Is capable of killing all bacteria infecting the follicle
- ❖ Eliminates bacteria before the body can react to them
- ❖ A combination of compounds removes the blockage in the sebaceous follicle
- ❖ Neutralizes many "chemoattractants" that signal the immune system. These compounds elicit irritation
- ❖ Prevents or reduces redness by removing inflammatory molecules

Simply Clear™ contains:



DioxiCare®

The **ACTIVE** Chlorine Dioxide System

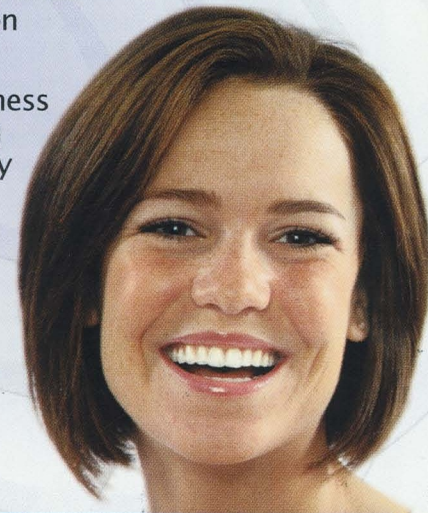
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A new medication for acne.

Background

Sixty million Americans have active acne, 20% of whom are adults. Of the high percentage of adolescents who suffer from the disease, one quarter will have permanent scars. Even less severe acne cases can lead to scarring.

In the *Pocket Guide to Acne*¹, a booklet distributed to doctors, it states that with the currently available treatments, "at best there will be a 50% improvement after two months, and a 70% improvement after four to six months." Similarly, when applying the strongest oral drugs, good results are not seen for 6 to 12 weeks. Current acne preparations also tend to be inflammatory. The most effective oral products sometimes produce severe systemic reactions. At the completion of a six month antibiotic regimen, acne will often reappear — days later in the case of topical application, and weeks later in the case of oral antibiotics. Added to this, bacterial resistance to the appropriate antibiotics is now common.

In a 19 page review of acne treatments taken from *Archives of Family Medicine*, 2000,² it states, "There is a clear-cut need for new, safe, and effective agents in the treatment of acne."

What Causes Acne?

Acne disorder develops as a result of a blockage in hair follicles. Keratin, sebum, cellular debris and bacteria are the materials forming the plug or comedone, and this obstruction is the earliest noticeable change in acne.

The bacteria *P. acnes*, is a normal resident on the skin and in the hair follicle. The comedone plug cuts off exposure to oxygen in the follicle which allows the *P. acnes* to grow and multiply much faster here than it normally would on the surface of the skin. When the body sees these bacteria overproducing, the immune system is set in motion to remove them. This biochemical activity, unchecked and progressive, often leads to release of chemicals which in turn produces inflammation, cysts and, in some cases, scarring.

How Simply Clear™ Acne Gel Works

Frontier's new **Simply Clear** Acne Gel offers an advance in chemistry that more successfully combats the disease. **Simply Clear** is unique in that it offers several mechanisms of action in one product: removing the obstruction, maximizing absorption, disinfection and oxidation. This would normally require two or three separate steps. The specific pH of **Simply Clear** and a dual dispensing system permit the unique combination of ingredients.

Opening the Pore

The ingredients in **Simply Clear** Acne Gel act on the comedone to dissipate, soften or hydrolyze the hardened material. These compounds break the molecular bonds of keratin. This action, as well as preventing the connections from forming in the first place, will reduce or prevent hardening of the follicle wall.

Removing Bacteria

Simply Clear Acne Gel, a particularly fast-acting antimicrobial, will deactivate infecting organisms when penetrating the blocked follicle. This action would keep the sebum passageway open and saturate it with germicide, removing the bacteria before the immune system tries to.

Stopping the Signal

Removal of bacteria in the blocked follicle would stop the inflammatory response. In addition, **Simply Clear** may also neutralize inflammatory or proinflammatory substances released by bacteria in the follicle which signal the immune system. This is accomplished by the process of oxidation.

Simply Clear works fast, with few or none of the side effects normally reported with other treatments such as burning, skin rash, or initial flare-up of lesions. Because little or no irritation is produced, **Simply Clear** is ideal for long term and continuous use. When applying the Gel it is not necessary to wash hands or face after application, as with other acne products. The medication may be placed near lips and nose, and can be applied directly on cuts and abrasions such as shaving irritations. Results will often be seen in one week.

Simply Clear Acne Gel is a simple solution for a complicated disease.

1 A. Darvay, A. Chu, *Pocket Guide to Acne*, Blackwell Science Ltd, London, 2000, P7

2 D. Thiboutot, New and Therapeutic Strategies for Acne, *Arch Fam Med*, 2000;179-187

