



Dear Pharmacist,

Stiefel Canada, recognized leader in dermatology, is proud to introduce an innovative and highly effective approach to dry skin therapy – **IMPRŪV™ Cream** with **Derma Membrane Structure** for advanced moisturizing. As its name implies, **IMPRŪV Cream** represents a significant improvement over conventional moisturizers, for two important reasons:

1. IMPRŪV Cream helps restructure the damaged lipid structure of the stratum corneum and maintain normal moisture barrier function¹

Patented high-pressure technology combines physiologic lipids in a layered arrangement that closely resembles the lamellar structure of the skin.¹ This unique formulation helps restore and maintain the skin's natural lipid barrier, resulting in reduced transepidermal water loss and deep-layer hydration.

2. Physiologic lipids in IMPRŪV Cream resemble the skin's natural lipid content in the stratum corneum

Clinical research has shown that the epidermis can internalize and process physiologic lipids, and that optimal lipid ratios are therapeutically beneficial in patients with atopic dermatitis.²

Clinical testing of **IMPRŪV Cream** demonstrated a significant increase in the elasticity, smoothness and hydration level of the skin, as well as a reduction in transepidermal water loss following 28 days of use, as compared to other preparations.¹

IMPRŪV Cream is non-irritating, hypoallergenic and non-comedogenic, and contains no perfumes, dyes or preservatives. Effective for all types of dry skin, including atopic conditions, sensitive skin and senile pruritus, **IMPRŪV Cream** is ideal for children too!

IMPRŪV Cream 75mL tubes are now available through your wholesaler. Your customers will enjoy fast, lasting relief of dry skin with **IMPRŪV Cream**, and will appreciate its rich formulation, as their skin becomes healthy-looking and silky soft. For more information please call 1-800-363-2862.

Richard J. MacKay
President



www.stiefel.ca

Trade-mark
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1 Data on file, Stiefel Canada Inc.
2 Fluhr J, Rigano L. Clinical effects of cosmetic vehicles on skin, *J Cosmet Sci*, 2004; 55:189-205.

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