

Hungarian Quality Product Award 2015

› **Pezoderm Bathing Cream**
› **Pezoderm Healing Cream**



Pezomed Ltd, the multiple award winner company has won again the Hungarian Quality Award in **2015!**

In 2015, the 18th. Hungarian Quality Award Competition was launched with many novelties. This Award is known as the trademark of the local products, services. This embodies the recognition of Hungary and the commitment towards quality. New advertisers joined the competition, they are strengthening the high quality of the competition system and they are guarding the objectivity and independent way of awarding the prizes. Thus the purity and the inviolability are provided.

The economic power of the quality certification, the past and success of the Hungarian Quality Award, so far, is a good example, that the Hungarian companies have realized, that they can gained significant advantages with the innovative products and services in the growing economical competition. The products with the authentic and well-known trademarks are searched by the consumers more and more and they are turning towards these with trust. Thus the quality certification awarded based on strict professional criteria has real

economic profit. The product and service has won the awards and half of those, who have been awarded are still using the trademark verifying the Hungarian Quality Award. After last year's 31, this year there Hungarian Quality Award Competition has been extending, since it has started in 1998. Both the number of companies entering the competition, both the main categories increased. So far 486 were 37 main categories, where the companies could nominate different products, to win the excellent quality trademark.

The competition has put emphasis on that, those companies should get the award, which represent innovative, high intellectual additional values and provide environmental friendly solutions, and solution, which support better quality of life. „ The Hungarian Quality Award Competition's Council has been preferring those local companies, which are not only aiming for the good with their work, but for the excellent; with their results they have been proving the creativity and grandiosity of the Hungarian mind.”



PRODUCTS WHICH HAVE WON THE HUNGARIAN QUALITY PRODUCT AWARD IN 2015:

PEZODERM BATHING CREAM - PEZODERM HEALING CREAM



PEZODERM BATHING CREAM has won the Hungarian Quality Product Award in 2015. Bathing cream is a modern, gentle, paraben-free cream that is manufactured on the basis of a traditional and well-proven formula and made in pharmaceutical quality for the whole family..

PEZODERM HEALING CREAM has won the Hungarian Quality Product Award in 2015. Healing cream is a product composed and produced in a modern form with soft creamy texture and eye-catching packaging. A cream recommended for domestic and general use, which is a must in every house-

hold. Thanks to its nourishing herbal active ingredients, its jojoba oil, avocado oil, sunflower oil and lavender oil content, and vitamins A, B5, D and E content, the cream softens the skin, promotes epithelization, and the regeneration of the epithelial cells.

2015 Hungarian Quality Product Award



Pezoderm Bathing Cream!

Pezoderm Bathing Cream has won the trophy of the Hungarian Quality product Award in 2015. The Bathing Cream is for general use for each member of the family. It is a modern, gentle cream manufactured on the bases of a traditional, but pharmaceutical quality formula. With a longer expiry date it can be applied to the skin easily. It does not contain any colourant, artificial fragrance or paraben. It is recommended for dry, sensitive and normal skin as well, also for babies and young children. Pezoderm Bathing Cream is a useful support in case of bathing but also suitable for several other things. Let's see its „professional” use:

The most practical application is to put a nut-size cream in our hands and mix it with some water and include in the bath this way. The reason is that we apply it to the skin of the baby before washing him/her, his skin can get slippery. If we do not use baby shower gel during bathing (which usually dry the skin), it is well enough to use Pezoderm Bathing Cream without applying any lotion. With the support of Pezoderm Award Winner Winner Bathing Cream, after bathing babies' skin will get beautiful, nourished and velvety, ready for kissing... There is no need also to use any baby oil, only in case of cleaning some special areas: e.g. behind the ears, cleaning navel, or to

support removing milk crust.

Application:

Pezoderm Bathing Cream for general use. Paraben-free formula for the everyday cleansing of dry, sensitive or normal skin, also for babies and young children. Apply a nut-size cream in your hand and use it as a soap: apply it to the skin surface for cleaning or nourishing. No further dilution is needed. One jar can be enough for 1 month for the whole family, 2 months for adults and up to three months for babies, so it has a very economical use for the whole family.

You can apply Pezoderm Bathing Cream also as a body lotion, or if our baby's skin requires, you can pre-cream his skin before bathing, in order to have a velvety, nourished feeling of it.

Ingredients (INCI):

Aqua, White Petrolatum, Cetearyl Alcohol, Polysorbate 60, Paraffinum Liquidum, Phenethyl Alcohol & Caprylyl Glycol

Recommended for the whole family as:

- it is suitable for the gentle cleaning of the dry, sensitive or normal skin
- even during bathing it already moisturizes babies and young children's skin
- provides a convenient feeling for the eczematous or atopic skin
- excellently cleans the skin from the everyday stains
- its oily formula support keeping moisture in the skin
- it can be used on the scalp as well
- suitable for gentle cleaning of the face skin, as well as a body lotion for the extra dry areas.



Recommended for the whole family!



BATHING PARABEN-FREE!

The daily bathing and skin care is not only important because of the removal of the dirt, but because this routine is a sense of security developed in small children's life. The bathing is ritual in many families, which is specifically enjoyed by dadies returning home from work. As the baby's skin is more sensitive than adults to the harmful and beneficial both active ingerdients, and therefore highly important to choose the right quality of skin care products.

THE NATURALLY SKIN CARE

After birth the skin's protective effect of vernix gradually wear off, so the baby's skin is in need of continuous, provider care. This is necessary because it can support the development process of the skin, which is intended to provide protection for a lifetime, and the body's largest sensory surfaces to function as well. Therefore, it can not start early enough with the proper daily care with products made from high-quality active ingredient.

GYÖNGYIKE BELEZNAVY MD., DERMATOLOGIST:

The paraben-free Pezoderm® bathing cream recommended as general use for daily bathing and personal care. It is suitable for dry, sensitive or normal skin. On babies and young children's skin can be used daily. I can recommend to use of the whole family.



2015 Hungarian Quality Product Award



Pezoderm® Healing Cream!

Pezoderm® Healing Cream honored by the Hungarian Quality Award in 2015, gained the trophy of Hungarian Quality Award is a product composed and produced in a modern form with soft creamy texture and eye-catching packaging. A cream recommended for domestic and general use, which is a must in every household.

Thanks to its nourishing herbal active ingredients, its jojoba oil, avocado oil, sunflower oil and lavender oil content, and vitamins A, B5, D and E content, the cream softens the skin, promotes epithelization, and the regeneration of the epithelial cells. When used, the protective cream forms a breathable film, which prevents the moisture from contacting the skin, and the so generated layer forms a water-repellent protective layer on the skin. This water-repellent barrier protects the skin from the impact of excessive moisture, and of various bacteria and fungi. It is paraben-free, and contains panthenol and vitamins A, B5, D, and E.

Application:

The PEZODERM® HEALING CREAM can be applied over epithelial injuries such as bruises, mild burns and frostbite, mild sunburn, and over irritated and reddened skin. It nourishes eczematous skin and acne-prone skin (skin with pimples). It protects the skin covered by nappy. It has a skin-protective effect in the case of bedsores, disabled elderly people and patients suffering from incontinence.

The PEZODERM® HEALING CREAM is a cream recommended for general and daily use. Apply it over the affected skin in a thin layer evenly 3 to 5 times a day. Make sure it does not get into the eyes and on the mucous membrane. To be applied externally!

Ingredients (INCI):

Aqua, Paraffinum Liquidum, Zinc Oxide, White Petrolatum, Cera Alba, Lanolin, Sorbitan Sesquioleate, Glycerin, Simmondsia Chinensis Seed Oil, Persea Gratissima Oil, Tocopheryl Acetate, Panthenol, Lavandula Angustifolia Oil, Helianthus Annuus Seed Oil, Tocopherol, Beta-Sitosterol, Squalane, Bisabolol, Sodium Benzoate, Linalyl Acetate, Linalool

Good to know...

PEZODERM® HEALING CREAM can be used for children and adults alike. Its ingredients guarantee that it can be used on sensitive skin, as well.



Can be used for children and adults alike!



EVERYDAY USE WITHOUT PARABEN!

Thanks to its nourishing herbal active ingredients, its jojoba oil, avocado oil, sunflower oil and lavender oil content, and vitamins A, B5, D and E content, the cream softens the skin, promotes epithelization, and the regeneration of the epithelial cells. When used, the protective cream forms a breathable film, which prevents the moisture from contacting the skin, and the so generated layer forms a water-repellent protective layer on the skin. This water-repellent barrier protects the skin from the impact of excessive moisture, and of various bacteria and fungi.

FOR BABIES'S BOTTOM

The babies 'skin is a very sensitive area. Its ingredients guarantee that it can be used on sensitive skin, as well. The waxy esters of the Jojoba oil, the product contains, are very similar to the fat esters produced by the human skin (which is part of our skin's hydrolipidic protective film), therefore they strengthen the skin's protective functions, and have anti-inflammatory and skin conditioning effects. Due to its vitamin and Bisabolol content, it is a perfect anti-inflammatory cream with skin soothing effect, which helps to maintain the skin's protective layer.

GYÖNGYIKE BELEZNAV MD. DERMATOLOGIST:

The PEZODERM® HEALING CREAM is a cream recommended for general and daily use. Apply it over the affected skin in a thin layer evenly 3 to 5 times a day. Make sure it does not get into the eyes and on the mucous membrane. To be applied externally!



**2013
Hungarian Quality
Product Award**



Psorioderm Sensitive!

PSORIODERM SENSITIVE PRODUCT LINE:

The Hungarian Quality Product Award honored, paraben- and salicylic acid-free Psorioderm® Sensitive Product Line is good for eczema, atopic, psoriasis and seborrheic skin for daily care, even under the age of 3. They contain jojoba and honey extracts, contents of Shea butter plus vitamin E. By the natural ingredients the Psorioderm® Sensitive product line nurses, cares and soothes the dry, sensitive and irritated skin and improve its comfort feeling. Due to its high moisture content, it help to moisture the dry and dehydrated skin. The Dead Sea salt regulates the mineral content of the skin, increasing the resistance. The Psorioderm Sensitive Products effectively help to fill in the missing fatties of the skin, interfere the fluid loss, soothe and nourish the skin during the hole the day. It is paraben- and salicylic acid-free, artificial colors-free and dermatologically tested. The fragrances of the Psorioderm® Sensitive product line do not contain any allergenic ingredients, that is why they are good for babies' and toddlers' dry and sensitive skin also. The Psorioderm® Sensitive product

line are available in cream, body lotion, shower gel and shampoo products.

Application:

CREAM:

It can be used after the daily body wash, but also several times per a day as it is required on the skin. You can apply the cream liberally, and then wait a few minutes for complete absorption. As the product is free of salicylic acid and paraben, it is suitable for children under 3 years! Externally applied.

BODY LOTION:

You can use after the daily body wash on the affected area. Total body surface area is recommended. To achieve the most effective impact repeated daily application is recommended. As the product is free of salicylic acid and paraben, it is suitable for children under 3 years! Externally applied.

SHOWER GEL:

Gently take the shower gel to the wet skin during daily body wash, then after the bath rinse the skin. As the product is free of salicylic acid and paraben, it is suitable for children under 3 years! Externally applied.

SHAMPOO:

Use twice or three times per a week, or even every day. Leave the foam on the scalp for five minutes, then rinse thoroughly because of the herbal oils. The hair will be easy to comb. s the product is free of salicylic acid and paraben, it is suitable for children under 3 years! Externally applied.

Know more about the other members of our products, visit our websites:

**www.pezomed.com
www.psorioderm.com**



Head-to-Toe, every day!

By the natural ingredients the Psorioderm® Sensitive product line nurses, cares and soothes the dry, sensitive and irritated skin and improve its comfort feeling. Due to its high moisture content, it help to moisture the dry and dehydrated skin. The fragrances of the Psorioderm® Sensitive product line do not contain any allergenic ingredients, that is why they are good for babies' and toddlers' dry and sensitive skin also.



PSORIODERM SENSITIV PRODUCT LINE!

The Hungarian Quality Product Award honored, paraben- and salicylic acid-free Psorioderm® Sensitive Product Line is good for eczema, atopic, psoriasis and seborrheic skin for daily care, even under the age of 3. They contain jojoba and honey extracts, contents of Shea butter plus vitamin E. By the natural ingredients the Psorioderm® Sensitive product line nurses, cares and soothes the dry, sensitive and irritated skin and improve its comfort feeling.

ABOUT ATOPIC AND DRY SKIN

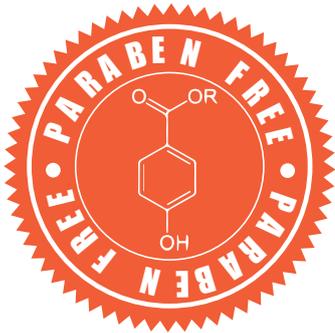
The babies and children's - who suffer atopic and sensitive skin problems - skin needs special care. The Psorioderm® product line can safely be used for daily skin care both adult and children although has been developed for highly sensitive and problematic skin of children and infants emphasis its natural-based ingredients. Do not forget that the problem skin requires a lot of care and patience, but the targeted daily care will be awarded.

GYÖNGYIKE BELEZNAV MD. DERMATOLOGIST:

The babies and children skin needs special care because of the difference from the adult skin, just the structural considerations are the same. As the baby skin is more sensitive than the adult therefore, increasingly important to choose the right skin care products.



**2012
Hungarian Quality
Product Award**



Psorioderm® products!

PSORIODERM PRODUCT LINE: Application:

After a two-year- research in 2010 Pezomed Group developed and introduced to the market Psorioderm product line which recommended for psoriasis, eczematous and atopic skin. The Hungarian Quality Product Award honoured Psorioderm line's effect is proven by clinical trials! The members of the product line are good for care about the psoriasis, eczema, skin showing signs of seborrhoea; and for the highly dandruff, psoriasis, seborrhoea, itchy, sensitive scalp daily care. You can use several times the Psorioderm® products during the daily skin care. The products are composed of attentively selected natural ingredients and help to make your skin healthier. This uniquely developed product line is made of the finest materials: they are rich in nourishing ingredients, like plant extracts and oils, Dead Sea salt, vitamins, minerals. The products soothe the irritated skin, soothe itching and reduce skin peeling. Due to its high moisture content regenerate dry chappy skin. They has positive effect on the general condition of the inflamed skin. The special and active ingredients prevent the exfoliation process and eliminate irritation, itching.

CREAM:
It can be used after the daily body wash, but also several times per a day as it is required in the area of irritated skin. You can apply the cream liberally, then wait a few minutes for complete absorption. Externally applied. Because of the salicylic acid content, it is not recommended to use for children under 3 years.

BODY LOTION:
You can use after the daily body wash, but if it is needed even several times per a day on the affected area. Generously apply the lotion on the skin, gentle strokes to distribute, and then wait a few minutes for complete absorption. Externally applied. Because of the salicylic acid content, it is not recommended to use for children under 3 years.

SHOWER GEL:
First take a shower gel to the wet skin during daily body wash, then after the bath rinse the skin. Dry the skin without rubbing. Externally applied. Because of the salicylic acid content, it is not recommended to use for children under 3 years.

SHAMPOO:
Use twice or three times per a week, or even every day. Leave the foam on the scalp for five minutes, then rinse thoroughly. The hair will be easy to comb. The Psorioderm shampoo is rich in vegetable oils, such as suggested at least twice in a row to wash the scalp, then rinse thoroughly to remove any oil. Externally applied. Because of the salicylic acid content, it is not recommended to use for children under 3 years.

Know more about the other members of our products, visit our websites:

**www.pezomed.com
www.psorioderm.com**



Head-to-toe, every day!

The Hungarian Quality Product Award honoured Psorioderm line's effect is proven by clinical trials! The members of the product line are good for care about the psoriasis, eczema, skin showing signs of seborrhoea; and for the highly dandruff, psoriasis, seborrhoea itchy, sensitive scalp daily care.



PSORIODERM PRODUCT LINE!

WHAT CAUSES PSORIASIS? The congenital taint and the environmental, provocative factors play a role in the development of psoriasis. Its formation depends on several factors. The psoriasis taint is innate, almost seven genes were found, which plays a role in the development have been described. A genetic taint alone is not enough for the appearance of psoriasis. To develop psoriasis, the external environment provoking factors are required, what can innate tendency. The „external” effect may be an internal disease. It usually begins between the age 10-40 years, but may occur at any age. The symptoms of psoriasis are so characteristic that can be set up on the basis of the diagnosis of dermatological study.

BRIEFLY ABOUT PSORIASIS

The psoriasis from the chronic skin diseases are the most prevalent and non-communicable, which produces a variety of changes in the appearance on the skin, nails and very rare on mucous membrane. It is chronic, long-term and recurrence prone disease. Psoriasis is a genetic taint with increased skin production and chronic inflammation, what appears because of some external or internal influences. Those psoriasis spots which disfigure the skin; they cause also not just unpleasant itching, but can generate soul and self acceptance problems as well Psoriasis does not threaten the life, in the same time it is one of the skin diseases what destructs so much the quality of life.

GYÖNGYIKE BELEZNAVY MD. DERMATOLOGIST:

Whether you need to apply several times a day Psorioderm® products in daily skin care. The products are carefully selected natural active ingredients, which will help to make your skin healthier.

It is a Hungarian product in psoriatic skin daily care. I recommend to use regularly.



2012

Hungarian Quality Product Award

Grand Prize for dermatological products

We have talked with Zoltán Nagy MD., who is the General Manager of Pezomed Ltd. His company has already won a Hungarian Quality Product Award with a dermatological product line; which was independently developed by this company. We have talked with him about the path, which has led to this prestigious award.

How is a doctor-economist inspired to start his own dermocosmetics company?

Unfortunately the typically Prussian-like Hungarian healthcare system, soon made me realize, that it is not for sure, that I will be an honored –at least financially- member of the society, not even if I literally sacrifice my life for this profession. In addition, next to curing, I had no time left, for anything else. This is why, I decided to leave the active clinical practice. I have continued my career in the pharmaceutical industry, first I became a sales representative, then I became an area manager and marketing leader. By this time I had a thought, that I am also able to do, what these companies are doing in Hungary.

Did you establish the Pezomed Ltd. at that time?

We established the Pezomed Ltd. in 1998, but back then we were dealing with giving personal advices and human resource consultancy. We were specialized to the pharmaceutical industry. Then we began to distribute and represent the pharmaceutical and dermocosmetic products in Hungary and Eastern Europe. In 2008, we divided the company to two parts, then we began our own development. My wife is a dermatologist specialist, this is why the thought came into my mind to develop such dermatological products, which are capable of taking care of the skin every day.

How long has it taken for you to develop the Psoriderm® product line; which has now won the award?

With almost 30 million HUF of investment to the Derma-Art Dermatological Clinic – which also belongs to our family- we began to develop our own products. We wanted to find the solution for dermatological problems, which make many lives miserable. Based on our knowledge from the specialists and the market, we knew, that for frequent diseases - such as psoriasis, seborrhea, atopy and eczema, - it is hard to find a natural, effective good quality product, which can be used on a daily bases. After two years, in 2010, the niche Pso-



rioderm® product line was available for the Hungarian patients.

How is this product different from those on the market, which were produced to care psoriasis?

It is different, because it combines the traditional Far-east methods with the scientific European methods, i.e. the product is a 100% natural. It contains more than 20 types of plant ingredients, minerals, vitamins, trace elements, essentials oils and a special mineral, zeolite, which can be found in Hungary, in Mád – it is an excellent quality zeolite. The products do not have any artificial ingredients: steroid, sulfur and tar. In addition to the natural ingredients and the rich active ingredient content, it is important to provide the product at a reasonable price. Because, if it is too expensive the patient will be more likely to neglect the daily use.

Does the Psoriderm® product line only help those with psoriasis, or does it also help for patients, with the other dermatological problems, what you have mentioned?

Because these dermatological diseases show the same symptoms, as the psoriasis, i.e. inflammation, itching, peeling, the product alleviates the symptoms of these diseases too. By using the product line regularly the diseases can even

disappear, which means, that the typical sore, red plaques of psoriasis can also disappear. As a result the life quality of the patients can be enhanced by a lot. This is a great result, because medical science cannot cure these diseases yet. In addition, although the psoriasis is not deadly, you can die, however, because of the depression and social exclusion, which accompany this disease.

If we do not count the experiences of the patients, are there clinical studies, that can prove the efficacy of the product?

Regarding the efficacy of the Psoriderm® there were examinations at the Medical University of Debrecen. These have evidently proved that the product significantly enhances the life quality of the patients. Those patients, who are using the products regularly, are basically free of symptoms.

However, in addition to the clinical examinations, the feedback of the patients and the sales data also support, that we are talking about a niche product line which is missing from the market. Since it was introduced, it has become the market leader within the group of similar products, and more and more people know it in six other countries, where it was introduced in 2010: in the Czech Republic, Slovakia, Romania, Latvia, Lithuania and Estonia. Now 20% of the income is coming from the export.

2015 Hungarian Quality Product Award

Pezoderm Bathing Cream and Pezoderm Healing Cream had won the trophy of the Hungarian Quality product Award in 2015. The Bathing Cream is for general use for each member of the family. It is a modern, gentle cream manufactured on the bases of a traditional, but pharmaceutical quality formula. Recommended for the whole family well, also for babies and young children.



2013 Hungarian Quality Product Award

The Hungarian Quality Product Award honored, paraben- and salicylic acid-free Psorioderma® Sensitive Product Line is good for eczema, atopic, psoriasis and seborrheic skin for daily care, even under the age of 3. They contain jojoba and honey extracts, contents of Shea butter plus vitamin E.



2012 Hungarian Quality Product Award

The research showed that by the Hungarian Psorioderma Laboratories Ltd. developed cosmetics can significantly relieve symptoms and reduce the frequency of the steroids needs for psoriasis patients. This developed product line is good for psoriasis, seborrhea, atopy and eczema care, in September of 2012 it won the Hungarian Quality Product Award.





THE
PHARMACEUTICAL & COSMETIC
COMPANY

PEZOMED

WWW.PEZOMED.COM
GROUP

TEL: +36 (1) 2396720 / FAX: +36 (1) 2398345

TEL: +36 (42) 423864 / FAX: +36 (42) 401066

WEB: WWW.PEZOMED.COM

EMAIL: OFFICE@PEZOMED.COM

1138 BUDAPEST, TURÓC UTCA 1. E. ÉP. 8/2
4400 NYÍREGYHÁZA, DÓZSA GYÖRGY UTCA 60.

COPYRIGHT © ALL RIGHTS RESERVED
BY PEZOMED LTD HUNGARY