PSORIASIN  - coal tar liquid
Alva-Amco Pharmacal Companies, Inc.

Disclaimer: Most OTC drugs are not reviewed and approved by FDA, however they may be marketed if they comply with applicable regulations and policies. FDA has not evaluated whether this product complies.

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Drug Facts

Active ingredient
Coal tar, 0.66% (from coal tar topical solution, USP)...........Psoriasis/Seborrheic Dermatitis Treatment

Uses
For the relief of symptoms associated with psoriasis and/or seborrheic dermatitis including itching, scaling, flaking, redness and irritation of the skin. Helps prevent recurrence.

Warnings
For external use only.

Ask a doctor before use
• for prolonged periods
• if condition covers a large area of the body
• around the rectum or in the genital area or groin
• with other forms of psoriasis therapy such as ultraviolet radiation or prescription drugs.

When using this product avoid contact with the eyes. If contact occurs, rinse eyes thoroughly with water.

Stop use and ask a doctor if
• condition worsens
• does not improve after regular use of this product as directed.

Use caution in exposing skin to sunlight after applying this product, as it may increase your tendency to sunburn for up to 24 hours after application.

Warning: This product contains chemicals known to the State of California to cause cancer.

Keep out of reach of children. If swallowed, get medical help or contact a poison control center right away.

Directions
• Read all package directions and warnings before using.
• Use only as directed.
• Apply a small amount of Psoriasin Liquid to affected areas (if desired, massage in gently with finger tips).
• Apply one to four times daily or as directed by a doctor.
• Apply to thoroughly dry skin.
• The active ingredient, coal tar, in Psoriasin Liquid may affect very light hair color; test first on a
few strands of hair before broader application to areas where light colored hair is present.

- Avoid applying to severely cracked or irritated areas.
- Wash or shampoo affected area at least daily with mild soap or shampoo and warm water and dry thoroughly.
- Intended for use by normally healthy adults only.
- Persons under 18 years of age or those with highly sensitive or allergic skin should use only as directed by a doctor.

Other information

Serious side effects associated with the use of this product may be reported to the phone number provided below.

Inactive ingredients

Ethanol, fragrance, isopropyl alcohol (96%), and polysorbate 80.

Questions? 1-800-792-2582

PSORIASIN Liquid

Multi-Symptom Psoriasis Relief for Skin and Scalp

- Fast Drying
- Itch Relief
- Quick Absorbing
- Not Oily
- No Unpleasant Odor

A WORD ABOUT PSORIASIN Liquid

PSORIASIN Multi-Symptom Psoriasis Relief Liquid for skin and scalp represents an important advance in the relief and control of psoriasis and seborrheic dermatitis. Unlike medicated soaps or shampoos which are rinsed away, PSORIASIN Liquid offers complete multi-symptom relief in a "leave-on" skin and scalp treatment application. PSORIASIN Liquid gets to work quickly to help eliminate the itching, flaking, redness, scaling and related discomforts often associated with psoriasis and seborrheic dermatitis. PSORIASIN Liquid's active ingredient is formulated in a unique, oil-free, fast drying, vanishing liquid base which is easy to apply...dries almost instantly...absorbs thoroughly and virtually disappears, leaving no greasy/oily "tell-tale" appearance or lingering unpleasant odor. With PSORIASIN Liquid, a little goes a long way. You can use PSORIASIN Liquid with confidence on skin, scalp and hairline during the day or night. PSORIASIN Liquid locks in effective medication at the affected site which starts to work immediately...keeps working hour after hour...resists rubbing off on bedding or clothing. With normal use as directed, PSORIASIN Liquid helps stop even the most intense itching and flaking including dandruff...helps restore a more healthy natural appearance...plus helps prevent recurrence.

WHAT IS PSORIASIS AND SEBORRHEIC DERMATITIS?

PSORIASIS is a non-contagious skin disorder which afflicts millions of men and women of all ages. Normal skin cells multiply, mature and shed on a regular basis. In those afflicted with psoriasis, skin cells appear to multiply much faster than normal with excessive skin cells accumulating on the skin surface. In its most common form, these cells form scaly, reddish patches which are often unsightly, uncomfortable, and are frequently irritating, itchy and painful. While the exact causes of psoriasis are still unknown, it is reported that a susceptibility to psoriasis may be inherited...passed along from one generation to another genetically within families. First visible outbreaks of psoriasis may be prompted by a stress such as surgery, a major Infection, or a minor skin injury such as a burn or cut. After the first
outbreak, psoriasis flare-ups tend to come and go without any specific regularity or frequency. Symptoms appear to diminish during warm summer months and increase during cold winter months. Some studies have shown a relationship between psoriasis flare-ups and periods of emotional stress. The number of flare-ups and their intensity may differ from case to case. Although there is no known cure for psoriasis, the active ingredient in PSORIASIN Liquid has been proven to help effectively relieve and control the symptoms of psoriasis, as well as prevent recurrences.

SEBORRHEIC DERMATITIS is a distinctly different condition, though sometimes confused with psoriasis. Seborrheic dermatitis is an inflammation affecting areas of the skin rich in sebaceous (oil producing) glands, commonly occurring on the hairy areas of the body, such as the trunk of the body, hairline, scalp, and face including the brows and especially around the nose. This troublesome skin disorder tends to be marked by skin cell proliferation and heightened sebaceous gland activity...skin cells shed and become scaly or itchy, red and irritated. Affected areas tend to display oily looking, yellowing scaly patches. People who tend toward oily skin are more likely to be affected. While seborrheic dermatitis and psoriasis are different disorders, troublesome symptoms of seborrheic dermatitis, such as intense itching and flaking (the appearance of dandruff) respond well (as do psoriasis symptoms) to the active ingredient in PSORIASIN Liquid. As such, these symptoms can be effectively relieved and controlled as well as recurrences prevented, with regular use of PSORIASIN Liquid as directed.

HOW DO YOU KNOW IF YOU HAVE PSORIASIS OR SEBORRHEIC DERMATITIS?

In its most common form, known as plaque psoriasis, the condition is characterized by sharply defined raised reddish areas of skin or patches typically covered with overlapping, rough, dry silvery scales, most often occurring on body extensions such as elbows and knees. Often times outbreaks are accompanied by itching and flaking at the affected site. In many cases, skin is cracked, irritated and burning. When soft tissue areas are affected, such as the palm of the hand, constant movement may cause skin to break and crack, causing pain and discomfort.

Seborrheic dermatitis tends to occur most often on the face and trunk. Both seborrheic dermatitis and psoriasis can and do affect the scalp. Seborrheic dermatitis tends to show up as thick, greasy, yellowish scales.

If you experience any type of unusual skin eruption(s) including those described here, contact your doctor to make the correct diagnosis and obtain professional advice. You may wish to show him/her PSORIASIN Liquid and discuss its use for relief and prevention.

HOW PSORIASIN LIQUID CAN HELP; PRODUCT DESCRIPTION AND ACTION:

PSORIASIN Liquid is a convenient and highly effective treatment for relief of symptoms of psoriasis and seborrheic dermatitis affecting the skin and scalp. Unlike soaps and shampoos that are rinsed away, PSORIASIN Liquid is a "leave-on" treatment application which is not rinsed away, thus allowing the active ingredient to remain at work hour after hour...to achieve optimal effective relief. Coal tar, the active ingredient in PSORIASIN Liquid, slows down the excessive skin cell production that is the root cause of psoriasis symptoms. No other FDA compliant non-prescription drug ingredient works this way. PSORIASIN Liquid is formulated in a unique quick drying, vanishing liquid base which won't promote clogging of hair follicles. Unlike commonly available creams and ointments, PSORIASIN Liquid will not leave skin, hairline, scalp or hair looking oily or greasy...and with PSORIASIN's convenient "Dab-On" applicator, fingers need never touch affected areas.

After application, PSORIASIN Liquid starts to work immediately to help relieve suffering three ways:
• PSORIASIN Liquid helps calm and normalize skin/scalp affected by psoriasis flare-ups,
• PSORIASIN Liquid helps remove scaling and roughness,
• PSORIASIN Liquid helps relieve related itching, irritation and discomfort...helps promote healing.

With regular use, PSORIASIN Liquid can help prevent recurrence of symptoms of psoriasis and seborrheic dermatitis. Should symptoms recur, don't hesitate to again use PSORIASIN Liquid for prompt relief and to help restore affected areas to their healthier looking appearance.

USES For the relief of symptoms associated with psoriasis and/or seborrheic dermatitis including itching, scaling, flaking, redness and irritation of the skin. Helps prevent recurrence.

WARNINGS:

For external use only.

Ask a doctor before use • for prolonged periods • if condition covers a large area of the body • around the rectum or in the genital area or groin • with other forms of psoriasis therapy such as ultraviolet radiation or prescription drugs.

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Stop use and ask a doctor if • condition worsens • does not improve after regular use of this product as directed.

Use caution in exposing skin to sunlight after applying this product, as it may increase your tendency to sunburn for up to 24 hours after application.

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DIRECTIONS • Read all package directions and warnings before using. • Use only as directed. • Apply a small amount of PSORIASIN Liquid to affected areas (If desired, massage in gently with finger tips). • Apply one to four times daily or as directed by a doctor. • Apply to thoroughly dry skin. • The active ingredient, coal tar, in PSORIASIN Liquid may affect very light hair color; test first on a few strands of hair before broader application to areas where light colored hair is present. • Avoid applying to severely cracked or irritated areas. • Wash or shampoo affected area at least daily with mild soap or shampoo and warm water and dry thoroughly. • Intended for use by normally healthy adults only. • Persons under 18 years of age or those with highly sensitive or allergic skin should use only as directed by a doctor.

OTHER INFORMATION Serious side effects associated with the use of this product may be reported to the phone number provided below.

QUESTIONS? 1-800-792-2582

HOW SUPPLIED: As a topical liquid, net contents 60ml (2 fl.oz.) in a bottle container.

STORAGE: Keep tightly closed when not in use. Store away from excessive heat and cold.
Coal tar, the active ingredient in PSORIASIN LIQUID, slows down the excessive skin cell production that is the root cause of psoriasis symptoms. No other FDA compliant non-prescription drug ingredient works this way.
### Product Information

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### Active Ingredient/Active Moiety

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### Marketing Information

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**Labeler** - Alva-Amco Pharmacal Companies, Inc. (042074856)

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