

MIADERM'S EVIDENCE-BASED FORMULA HELPS SOOTHE SKIN, PREVENT DAMAGE AND KEEP TREATMENT ON SCHEDULE.

"I feel that Miaderm does a better job reducing desquamation than the more traditional Cetaphil®, aloe vera or Aquaphor®. My patients also like the moisturizing effect, and I have not had one complaint."

GREGG FRANKLIN, MD, PHD

"We've been using Miaderm for all our patients for the past six months, and we haven't had a treatment break to date.

We are very pleased."

JOSHUA PETIT, MD & JENNIFER SIMPSON, RN

"Our patients love Miaderm.

We used to prescribe Biafine®, but no more."

DEBBIE BUDREAU, ARNP

"The Miaderm cream is absolutely excellent!

I'm so glad the radiation nurse and radiation oncologist recommended it to me. Thank you so much."

MIRIAM, PATIENT



- 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
- Designed to eliminate multiple topical applications
- Miaderm's scientific formula with the fast-acting relief of lidocaine



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HELP YOUR PATIENTS
AVOID RADIATION
DERMATITIS...
AND BREAKS
IN TREATMENT.

RADIATION DERMATITIS IS COMMON AND UNCOMFORTABLE... AND CAN INTERRUPT TREATMENT.

Every radiation oncologist knows that the effects of radiation therapy on patients' skin — redness, soreness, itching, burning, peeling, etc. — are unpleasant and uncomfortable. They're also the most common side effects of radiation treatment, with up to 95% of patients experiencing some skin reaction. But the most significant problem associated with radiation dermatitis and patient discomfort is that they can force interruptions in treatment.

MIADERM: DESIGNED BY RADIATION SPECIALISTS TO MAXIMIZE TREATMENT.

Miaderm was developed by radiation oncologists specifically to minimize patients' skin-related side effects and ensure the effectiveness of their treatment. As radiation specialists, we embrace these as our top priorities and felt that more could be done. So we followed the evidence and created a lotion specially designed to help:

- reduce radiation's effects on the skin
- soothe and restore radiation-damaged skin
- reduce or eliminate breaks in treatment

FORMULATED USING INGREDIENTS THAT ARE SUPPORTED BY THE SCIENCE.

Treatment for cancer, and radiation therapy specifically, is more effective today than ever, and the reason is science. Physicians — and patients — depend on methods that are known to be effective. We followed the same logic when developing Miaderm and Miaderm-L, selecting ingredients that peer-reviewed research (Phase III randomized trials) has shown are effective at reducing the occurrence and severity of radiation dermatitis, delaying its onset and minimizing treatment breaks.

ONE PURPOSE. ONE FOCUS.

Miaderm and Miaderm-L were created exclusively for use by radiotherapy patients to lessen the effects of radiation on their skin, prevent treatment interruptions and ensure their safety. Our reasons for creating Miaderm are born of our compassion for patients. This is also why we help make Miaderm products affordable by keeping our margins low. And it's why we listened to patients and created Miaderm-L with lidocaine to provide additional relief for uncomfortable skin breakdown.

HELP YOUR PATIENTS GET RELIEF, AVOID SKIN DAMAGE AND STAY ON THEIR TREATMENT SCHEDULE.

We encourage you to put Miaderm and Miaderm-L to the test. Discover the benefits that have earned the trust of thousands of patients and hundreds of radiation oncology professionals and treatment centers. Call us today for a sample kit or to order a supply of Miaderm and Miaderm-L. Or, just email your treatment center's address to samples@miaderm.com.

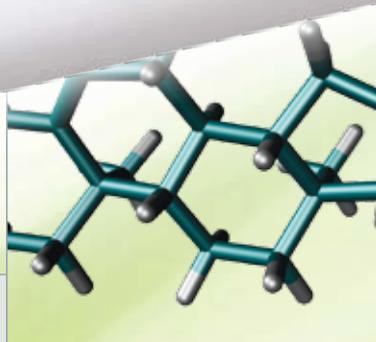
(877) 642-7727



CALENDULA (>10%)

In a randomized study of 254 radiation patients, topical application of 4% calendula ointment resulted in far fewer occurrences of Grade 2 or higher dermatitis than occurred in the group using Biafine (trolamine). 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 a randomized, double-blind, placebo-controlled study of 134 radiation patients, 0.2% hyaluronate cream was shown to significantly reduce the incidence of high-grade skin reactions, delay their onset and reduce 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)



ALOE VERA (>10%)

In a prospective, randomized and blinded 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 finding suggests aloe vera may have a protective effect.

(Olsen DL, et al. *Oncol Nurs Forum.* 2001; 28:543-247)

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.

"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

"Our patients are having great success with Miaderm. One patient had significant erythema. There was no broken skin, but our doctor thought she would have to stop treatment. He started her on Miaderm, and she was able to complete the treatment with no complications. We are now starting our patients with Miaderm from the beginning of their treatment."

KERRIE STUART, RN

"I've been a radiation oncology nurse for the past ten years, and I can finally say there is a skincare lotion that's making a difference for our patients: Miaderm. The side effects [of radiation] seem to appear later in the treatment, if at all. And our patients are not hearing the words, 'You need a break from treatment.'"

PATTY SAMPSON, RN

"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 Miaderm, and I highly recommend it."

BRUNNY ROMERO, LVN