



# CareMag<sup>®</sup>B

## The Natural Way For Diaper-Rash Relief



**NATURAL BASED**  
A compound sourced from the **Dead Sea**



**SUSTAINABLE**  
Ointment and cream formulations **free from Lead**



**INNOVATIVE**  
**Maximum strength and fast relief** of diaper rash

# Facts and Figures

## CareMag<sup>®</sup>B

### SAFETY TESTS

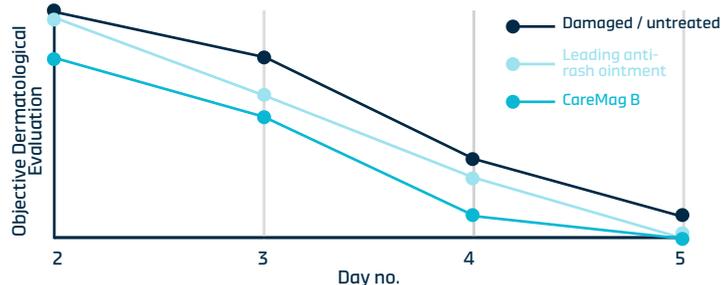
Tested on 50 volunteers in hypoallergenic (RIPT) and dermatology safety tests. None of the volunteers showed any sensitivity – the formulation is Hypoallergenic and dermatologically safe.

### CLINICAL STUDIES

Using CareMag B formulation resulted in an immediate effect with time. CareMag B formulation performed significantly better than the leading anti-rash product.

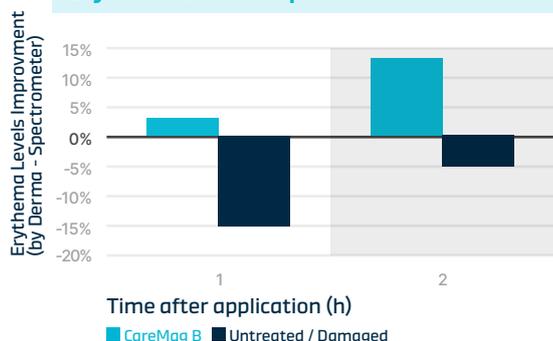


### Objective Dermatological Evaluation Per Day

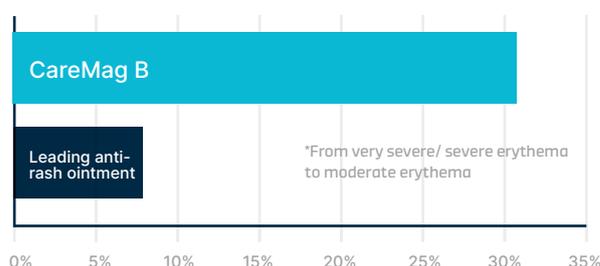


Tested by proDerm, Germany on 22 people, 10% SDS by 4 h patch test. Application on 4 consecutive days. Ointments with 40% CareMag<sup>™</sup> B or leading anti-rash ointment with 40% ZnO.

### Erythema Levels improvement vs. Time



### Improvement Percentage After 1 Day Treatment



### Value:

Natural Based  
Lead free  
Environmentally friendly material

### Effects:

Rapid relief from diaper rash

### Applications:

Ointments and creams

### Additional benefits:

Easy to spread  
Improved sensorial feeling  
Less skin whitening  
Reduced clothes staining  
Less stickiness to the skin  
Easy to formulate

### INCI:

CareMag B: Magnesium Oxide & Magnesium Hydroxide

### Description:

White powder

CareMag B is verified by ECOCERT GREENLIFE conforms to the COSMOS Standard

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