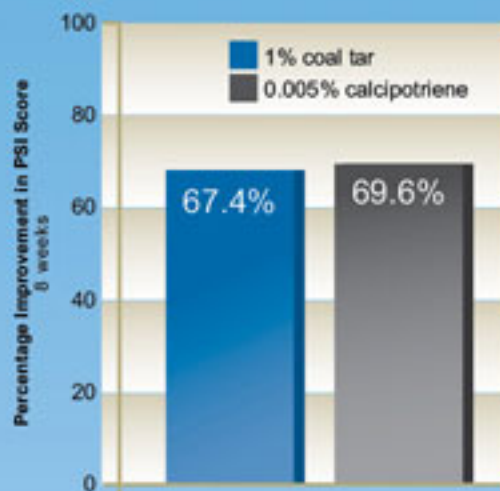


# Introducing Scytera<sup>®</sup> Foam for patients with psoriasis

Contains coal tar, which has been shown to have comparable efficacy with calcipotriene, the active ingredient in Dovonex<sup>®3</sup>



From a randomized, observer-blind, inpatient study comparing the efficacy and safety of 1% coal tar and 0.005% calcipotriene in 38 patients with chronic plaque psoriasis. Patients applied 1% coal tar lotion twice daily to a target plaque and 0.005% calcipotriene cream twice daily to a comparable target plaque for up to 8 weeks or until complete clearance. Response to treatment was evaluated using the psoriasis severity index (PSI), which corresponds to the sum of the grading for erythema, infiltration, and scaling, using a 0 to 4 score: 0, absent; 1, slight; 2, moderate; 3, severe; 4, very severe.

- Coal tar offers an excellent long-term safety profile<sup>4,5</sup>
- Coal tar is well tolerated with few adverse events<sup>2</sup>

Can be used for generalized psoriasis in combination with biologic agents, systemic therapies, or phototherapy<sup>6</sup>

Scytera Foam is available at the pharmacy counter at a patient's request.

**Scytera<sup>®</sup>**  
(coal tar) Foam 2%  
Elegantly effective™



References: 1. Data on file. Promius Pharma, LLC; Bridgewater, NJ; 2008. 2. Scytera™ (coal tar) Foam, 2% [package insert]. Promius Pharma, LLC; Bridgewater, NJ; 2007. 3. Tzaneva S, Hönigsman H, Tanew A. Observer-blind, randomized, inpatient comparison of a novel 1% coal tar preparation (Exorex) and calcipotriol cream in the treatment of plaque type psoriasis. *Br J Dermatol.* 2003;149(2):350-353. 4. Pittelkow MR, Perry HO, Muller SA, Maughan WZ, O'Brien PC. Skin cancer in patients with psoriasis treated with coal tar: a 25-year follow-up study. *Arch Dermatol.* 1981;117(8):465-468. 5. Maughan WZ, Muller SA, Perry HO, Pittelkow MR, O'Brien PC. Incidence of skin cancers in patients with atopic dermatitis treated with coal tar: a 25-year follow-up study. *J Am Acad Dermatol.* 1980;3(6):612-615. 6. Padasani AG, Feldman SR, Clark AR. Treatment of psoriasis: an algorithm-based approach for primary care physicians. *Am Fam Physician.* 2006;61:725-733, 736.

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For more information about Scytera Foam, including drug information sheet, please visit [www.scyterafoam.com](http://www.scyterafoam.com).

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