

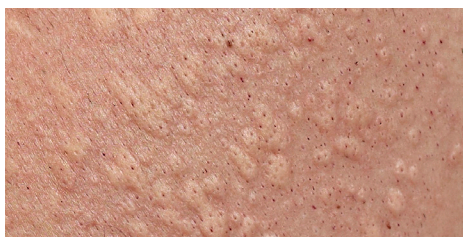


VINIFERAMINE®

MOLECULES & HEALTH

HEALING THROUGH MODERN SCIENCE WITH SMALL MOLECULE TECHNOLOGIES

Soothing Hives



Hives (also called urticaria) are defined by raised areas on the skin (wheals) of various sizes with or without surrounding redness accompanied by any itchy (pruritic) or sometimes burning sensation. Hives can be experienced on any part of the body including the face or ears. Hives normally disappear within 1 to 24 hours, but they can still have a profound effect on a person's quality of life. In addition, hives can be accompanied by angioedema or swelling that occurs in the lower dermis and subcutaneous tissue. This swelling frequently occurs around the eyes and lips and can last up to 72 hours.

Reducing Inflammation

Approximately 20% of the general population experience hives with or without angioedema at some point in their lifetime. Hives result from an inflammatory reaction in the skin that causes fluid to leak from capillaries resulting in swelling that persists until the fluid is absorbed by

surrounding tissue. Hives can involve either allergic or non-allergic reactions that lead to the release of histamine and other mediators of inflammation from mast cells and other skin cells.

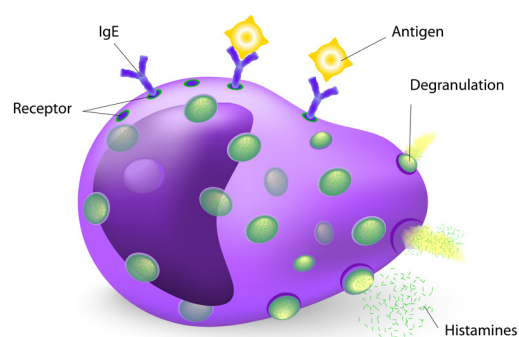
Viniferamine® skincare products include ingredients with potent anti-inflammatory activities including the beneficial polyphenols oleuropein, resveratrol, and epigallocatechin-3-gallate (EGCG) from olives, grapes, and green tea, respectively, as well as the important small molecules, melatonin, and L-glutathione. In addition, dipotassium glycyrrhizinate, aloe vera and shea butter also possess anti-inflammatory activities.

What Causes Hives?

Hives can have many causes including certain foods or medications, or physical factors such as cold, pressure, heat, UV radiation (solar urticaria), friction or shearing (demographic urticaria), or vibrations. In addition, water (aquagenic urticaria), increased body temperature, sweating or anxiety (cholinergic), and physical exercise can cause hives. Furthermore, insect bites including from fleas and mites can result in hives

(popular urticaria). However, the most common cause of hives is believed to be upper respiratory viral infections, and other viral infections can also result in hives. The most common food-related hives experienced by adults are caused by seafood, tree nuts, peanuts, and sometimes (although rarely), spicy food. Food additives such as flavor enhancers, preservatives and colorants may also cause hives in some cases. Among medications, penicillin and its derivatives are the most frequent cause of hives. In ad-

MAST CELL



dition, hives can be caused by nonsteroidal anti-inflammatory drugs (NSAIDs) including aspirin. Common viruses that can cause hives include rhinovirus (common cold virus) and rotavirus (common cause of diarrhea); hepatitis B, mononucleosis, and herpes virus infections can also result in hives. In addition, some

bacterial infections including group A streptococcus infections can cause hives.

Hydrocortisone Cream 1%

The release of histamine from mast cells and the associated inflammation lead to the swelling and itching (pruritus) that are typically experienced with hives. It's important to avoid scratching hives to prevent wounds and bacterial infections. Viniferamine® Hydrocortisone Cream 1% can help relieve the itching, inflammation, swelling, burning sensation or minor pain commonly associated with hives. In fact, hydrocortisone is a corticosteroid that is frequently prescribed to treat hives.

Very rarely, hives can reoccur frequently or last longer than 6 weeks (chronic urticaria). Why chronic urticaria occurs is often unknown (idiopathic), but it can be associated with autoimmunity.

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If hives last longer than 24 hours, a healthcare professional should be consulted. In addition, hives can sometimes be associated with a severe allergic reaction called anaphylaxis that can be life-threatening. In the event that hives are accompanied by any signs of respiratory distress including wheezing, coughing or difficulty breathing, a healthcare provider should be contacted immediately. Moreover, swelling of the tongue or face, dizziness, nausea or vomiting could be a sign of a serious reaction in need of immediate medical attention.

It's important to avoid any medications or food that might be causing hives. A healthcare professional should be able to help rule out some potential causes of hives. Allergen skin prick testing can be useful for elucidating the source of a food allergy or other type of allergy. Avoiding potential physical causes including UV and heat can be helpful.

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In general, hot water should be avoided, and cool compresses may help soothe hives. Working and sleeping in a cool room may also be helpful.

Using a gentle cleanser with anti-inflammatory ingredients like Viniferamine® Clean N Moist can also help soothe hives. Avoid harsh soaps and products with potential irritants including fragrances. Viniferamine® skincare products are non-sensitizing and non-irritating. In fact, Clean N Moist is perfectly pH balanced to ensure that even the most sensitive skin is gently cleansed without causing any irritation.

It's good to know that Viniferamine® products like Hydrocortisone Cream 1% and Clean N Moist include ingredients that can help soothe hives by reducing associated inflammation, swelling, minor pain and itching that can interfere with normal activities and enjoyment.

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About the author: Nancy Ray, PhD is the Science Officer at McCord Research. Dr. Ray received her PhD in Biochemistry and Biophysics and was a postdoctoral fellow at NIH, Harvard University and Dana-Farber Cancer Institute, and the University of Iowa. She also earned bachelor of science degrees in Chemistry and Microbiology.

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