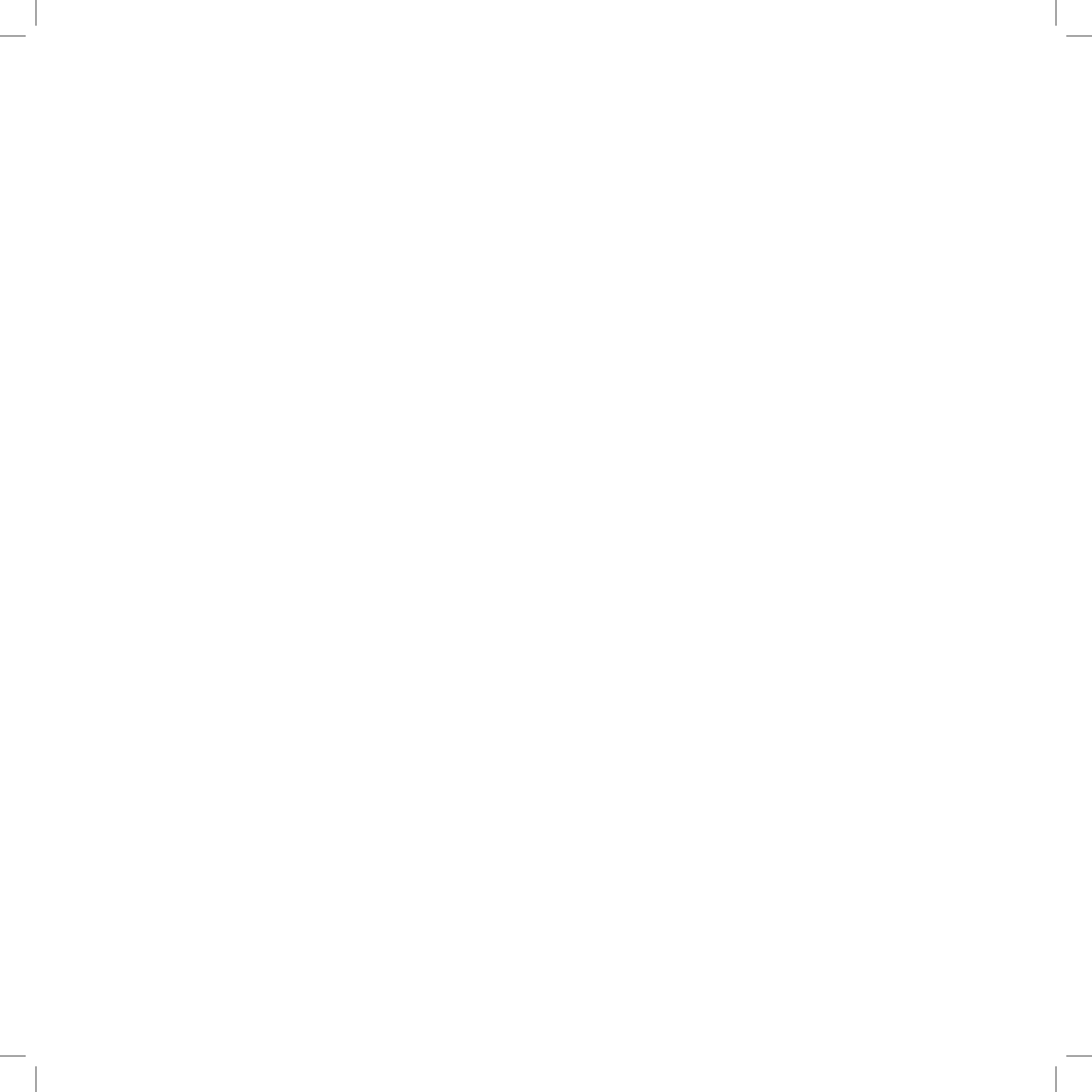


F9

FRANKL PHARMA



PSORIASIS & SORATINEX



Forget the before ... live the after!
Dr. Michael Tirant





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SORATINEX (DR MICHAELS) PRODUCTS

Soratinex (Dr Michaels) products contain herbal extracts and oils.

Applied 2x a day for 6-8 weeks on the skin and scalp.

They do not contain corticosteroids.

They are safe and suitable for use on children.

Positive effects can be achieved after the use of all three products.

The products can be purchased on our webshop: www.soratinex.eu.

High efficacy has been proven by multicentre European studies of the products.

IMPORTANT NOTE FROM THE EU IMPORTER

Dear Patients, we would like to let you know that in the process of rebranding we decided to change our former brand name (DR MICHAELS) to a new more suitable name SORATINEX for the new market launches. Therefore whenever you meet a reference to DR MICHAELS, then please always remember: SORATINEX is DR MICHAELS - it is just the name that has changed, nothing else. The two products are exactly the same in terms of ingredients and manufacturing. Both are made by Dr. Michael Tirant, Australia.

We hope this will not cause any confusion, and that you will appreciate and like our new brand name and design.

1

Skin Care Gel

Soratinex

200 ml

Soratinex Skin Care Gel exfoliates and smoothes the skin. Its effect is based on its content of fruit acids mixed in a specific ratio with coconut extract.



APPLICATION

BODY:

- Morning and evening, wet your body and use Soratinex Skin Care Gel instead of regular soap or shower gel.
- Apply a small amount of gel to the psoriatic plaques. Leave for 2–3 minutes then rinse off with lukewarm water.

SCALP:

- In the evening, wet the scalp and apply a small amount of Soratinex Skin Care Gel instead of your regular hair shampoo. Massage thoroughly and leave for 3–10 minutes. Wash off with lukewarm water. Afterwards apply Soratinex Skin Care Cream and Skin Care Oil to the affected areas.
- In the morning, repeat the above procedure. However you may wish not to use Soratinex Skin Care Cream and Soratinex Skin Care Oil in order to avoid having oily hair during the day. If it is possible, though, we recommend that you follow the same procedure both morning and evening.
- Can be applied to the forehead but avoid the cheek area.

Note:

Be careful when using this product on your face. It can be applied to the forehead but avoid the cheek area. It could cause eye irritation.

2

Skin Care Cream

Soratinex

250 g/50 g

Soratinex Skin Care Cream helps to suppress inflammation. The cream consists of fruit acids and a variety of plant extracts, for example wheat germ oil, almond, Australian tea tree, sandalwood and sesame seeds.



APPLICATION

BODY:

- Morning and evening, after rinsing off Soratinex Skin Care Gel, dry your skin well.
- Afterwards apply Soratinex Skin Care Cream (followed by the Skin Care Oil).

SCALP:

- In the evening, after rinsing off Soratinex Skin Care Gel, use Soratinex Skin Care Cream on the affected areas of your scalp, followed by the application of Skin Care Oil.
- In the morning, we recommend repeating the same procedure. However you may choose not to use the Skin Care Cream and Skin Care Oil to avoid having oily hair during the day.

Our products Soratinex – are notified at the EU Cosmetic Products Notification Portal (CPNP) portal, see below:

Product name	CPNP Reference	Responsible Person	Notification date	Status
Soratinex Skin Care Oil	1451110	FRANKL Pharma Europe Kft.	10/09/2013	Notified
Soratinex Skin Care Cream	1451108	FRANKL Pharma Europe Kft.	10/09/2013	Notified
Soratinex Skin Care Gel	1451116	FRANKL Pharma Europe Kft.	10/09/2013	Notified

3

Skin Care Oil

Soratinex

200 ml

The surface of Soratinex Skin Care Oil forms a protective layer and thereby increases the effectiveness of the cream. Its moisturizing effect is the result of a unique composition of selected natural substances – the oils from sunflower, lavender, eucalyptus and rosemary.



APPLICATION

BODY:

- Morning and evening, use Soratinex Skin Care Cream on your skin. After 3–10 minutes, apply Soratinex Skin Care Oil in a thin layer.

SCALP:

- In the evening, use Soratinex Skin Care Cream on your scalp. After 3–10 minutes, apply Soratinex Skin Care Oil in a thin layer.
- In the morning, we recommend repeating the same procedure. However you may choose not to use the Skin Care Cream and Skin Care Oil to avoid having oily hair during the day.

Note:

For up to three hours after the application of products, do not expose your skin to direct sunlight. The use of phototherapy or excessive sun exposure during Soratinex treatment is strongly not recommended. The fruit acids in the products act by gently peeling the hard skin off the affected areas. The skin layer may become thinner in these areas. Therefore phototherapy is not appropriate whilst using Soratinex products.

Dr. MICHAEL TIRANT

Dr Michael Tirant:

“Our patients can remain asymptomatic for four to five years”

Australian medical researcher Dr. Michael Tirant has developed a very effective psoriasis treatment method. His dermatological products, based mainly on natural ingredients, have the name Soratinex – Dr Michaels. Dr. Michael Tirant (Ph.D.) is the founder and Principal Practitioner of Good Skin Care by the Psoriasis & Skin Clinic. He has spent over 30 years researching and specializing in Complementary/Alternative Dermatology.

Dr. Tirant completed many of his formal studies at Monash University, Victoria, Australia – Ph.D., MS. (majoring in Genetics and Biochemistry), BSC (Hons). After finishing his university studies, he worked as a medical researcher and as a biochemist and participated in various types of research, such as synthetic blood research. His medical and biochemistry research helped him understand principles on which the human body works, and how different substances affect body processes and how disease can influence the human body.

In the early 1980s, an interest in complementary /alternative herbal medicine saw Dr. Tirant undertake many studies, completing a Diploma of Acupuncture from the Acupuncture College of Melbourne, Diploma in Chinese Herbal Medicine, Diploma in Naturopathy, Diploma of Natural Therapies (Vitamin & Mineral) and a post graduate course in Nutritional and Environmental Medicine (Australian College of Nutritional & Environmental Medicine). To further broaden his knowledge, he also attended many courses on Ayurvedic Medicine, Herbal Medicine and Aromatherapy. Dr. Tirant has also lectured in Biochemistry and Nutritional Medicine.

Although Dr. Tirant has been giving consultations and treating skin conditions since the mid 1980s, it was not until the early 1990s that he founded the Psoriasis & Skin Clinic.

It was the first clinic in Australia dedicated to treating skin conditions with complementary/alternative medicine.

Product testing has been conducted in Austria, Hungary, Russia, Poland, Romania, Slovakia, Italy, China and the Czech Republic and have all confirmed the efficacy of his treatment protocols. His “SORATINEX” and “Dr Michaels” dermatological products, based mainly on natural ingredients, have presented tremendous results showing success rates in more than 80% of psoriasis patients – regardless of the severity and duration of the skin disease. Studies conducted in many European countries have confirmed the same great results – the Czech study showed an 82% success rate.

Thanks to the success of this testing, Dr. Tirant was invited to collaborate with some of the most distinguished Professors of Dermatology in Europe, including Professors Horvath, Maier, Honigssman, Tanew, Novotny and Hercogova to name but a few and thus has been able to further broaden his medical and dermatological knowledge.

During the last 25 years Dr. Michael Tirant has also successfully started to use his products for patients with eczema, ichthyosis, acne and other skin conditions. He has been interviewed on many Australian and European TV news programmes, documentaries and radio stations and has also been featured in many Australian and European newspapers and magazines.

STUDY OF THE EFFECTIVENESS
OF SORATINEX PRODUCTS
IN THE CZECH REPUBLIC

The effectiveness of Soratinex (Dr Michaels) products is 82%

In 2008 Czech dermatologists published the results of efficacy studies of the mainly natural products Dr Michaels, which were conducted in ten dermatology clinics.

The current treatment of psoriasis is based on the local application of medicine containing corticosteroids as the main active ingredient. Although this therapy yields positive results, there are many associated side effects. Numerous studies have shown that more and more sufferers are looking for a safe and effective alternative. Many competing treatments are currently available, but they lack scientific data supporting their effectiveness, and tend to rely instead on anecdotal evidence. One product family, however, which has proven very effective in the treatment of psoriasis, is a natural and complementary group of products based on years of scientific investigation, marketed under the name Soratinex (Dr Michaels). The product family consists of a keratolytic cleansing Gel, a Cream and an Oil containing essential oils, and has proven to be highly successful in the treatment and management of this debilitating skin disease.

A prominent Czech dermatologist, **Prof. Frantisek Novotny** has investigated the efficacy of Soratinex (Dr Michaels) products on 130 patients with chronic psoriasis in his Prague clinic. An 8 week clinical trial has produced outstanding results: 104 patients are completely free of any symptoms, another 18 patients show a 50% to 75% improvement, and four patients are experiencing a 25% improvement. In only three cases was there no improvement, and in one case there was a temporary worsening of the

condition due to a bronchial infection. Prof. Novotny was so impressed with the results that he now recommends the use of Soratinex (Dr Michaels) products for daily dermatological practice. "The products' biggest advantage is the fact that they do not contain corticosteroids," notes Prof. Novotny from the Prague Dermatology Centre.

The Skin Care Gel contains a complex of fruit acids, coconut extract and a minimal level of tar. The Skin Care Cream consists of a full range of plant extracts, including wheat sprout oil, almonds, Australian tea tree plant extracts, sandalwood, and sesame seed oil. The Skin Care Oil contains sunflower, lavender, eucalyptus, and rosemary oils.

Prof. Novotny explained: "Treatment with all three products is implemented twice a day. The Skin Care Gel is applied to wet affected areas of the body and scalp and then washed off after about five to fifteen minutes. After drying, the Skin Care Cream is applied to the affected areas. Finally, the Skin Care Oil is massaged into the psoriasis spots."

He also emphasized the simple treatment protocol of Soratinex (Dr Michaels) products can produce a very surprising 90% success rate in the treatment of chronic plaque psoriasis. Prof. Novotny now believes that psoriasis patients have an effective alternative to expensive biological treatment.



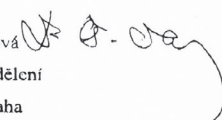
FAKULTNÍ NEMOCNICE V MOTOLE POLIKLINIKA

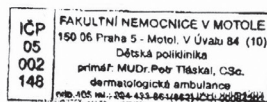
☒ 150 06 Praha 5, V úvalu 84 ☎ 224433700, 3704,3705
fax: 224433720, vedoucí lékař prim. MUDr. P. Tláškal, CSc

Přípravky Dr. Michaels v léčbě psoriázy u dětí

V období od března do června tohoto roku probíhal na našem oddělení ověřovací test léčby psoriázy u dětí prostředky Dr. Michaels. Bylo vybráno 6 dětí ve věku 7 až 16 let s rozsáhlými projevy psoriázy na trupu, končetinách i ve vlasech. 2 děti měly formu akutně exantematickou kombinovanou s chronicky stacionární formou, 4 děti měly formu chronicky stacionární. Délka trvání onemocnění se pohybovala od půl roku do 6 let. Již po týdnu léčby došlo ke zlepšení stavu ve vlasech, kde byla u všech dětí psoriáza vyhojena do 4 týdnů. Na těle docházelo ke zlepšení po 2 týdnech léčby, 3 děti se vyhojily zcela do 6 týdnů léčby. 2 děvčata se velmi zlepšila, zbytky ložisek psoriázy přetrvávaly na dlaních a ploskách. Jen u našeho nejmladšího pacienta, s akutně exantematickou velmi rozsáhlou formou onemocnění, došlo nejprve k podráždění, zarudnutí a vzniku rhagád, hlavně na ruku a nohou, potom k vyhojení ve vlasech, na těle nedošlo ke zlepšení stavu. Všechny děti byly dříve léčeny klasickou lokální léčbou: lokálními kortikosteroidy, deriváty vitamínu D3, dehty, ichtyolem a emolencií. Přípravky Dr. Michaelse se jeví jako velmi účinnou a bezpečnou alternativou běžných léčebných postupů u dětí. Kromě jednoho pacienta, došlo k mnohem dřívějšímu zlepšení a po ukončení léčby k delšímu období remise než u jiných postupů. Nejvíce nás překvapil rychlý účinek, který vedl k brzkému vyhojení, ve vlasech. Je to oblast, která při běžné léčbě, reaguje nejhůře. Přípravky Dr. Michaelse doporučujeme všem našim dětským pacientům, kteří mají chronicky stacionární formu psoriázy.

16. 9. 2009

MUDr. Š. Čapková 
Dětské kožní oddělení
FN v Motole, Praha



Dr Michaels and treatment of psoriasis in children

During March-June this year we conducted a verification test using Dr Michaels psoriasis treatment in child patients. We selected a group of 6 children between 7 to 16 years of age, with extensive psoriasis on the trunk, limbs and scalp. Two children had an acute form combined with a chronically stationary form, four children has a chronically stationary form. The duration of disease was from six months to six years. Already after one week of using Dr Michaels products we could see improvement in the scalp area; all children were clear of symptoms within 4 weeks. On the body areas improvement was noticeable after 2 weeks, 3 children were clear of symptoms totally within 6 weeks from starting the treatment, 2 girls improved significantly, but psoriasis residues persisted on the palms and soles. Only our youngest patient with a very large acute form of the disease first started with irritation, redness and rhagades (mainly on the hands and feet), then the scalp healed. There was no improvement in the affected body areas. All children were at the beginning treated with standard local treatment: corticosteroids, vitamin D3 derivatives, tar, ichthyol and emollients. Dr Michaels products seem to be a very effective and safe alternative to conventional therapies in children. With the exception of one patient we experienced a much earlier improvement during treatment, and the remission period lasted longer than with other procedures. We were mostly surprised by the rapid effect in the scalp area, since this is the most difficult area to treat using conventional treatment methods. **We recommend Dr Michaels products for all our child patients with a chronic stationary form of psoriasis.**

September 16, 2009

Medical Faculty Hospital Motol
MD Štepanka Čapková
Paediatric Dermatologist

Dear Colleagues,

at the Hradec Kralove Medical Faculty Hospital, in our Department of Dermatology and Venereology, we had the opportunity to try Dr Michaels products (gel, cream and oil) for the treatment of plaque psoriasis in 6 of our patients. **Out of these 6 patients, 4 of them responded to this treatment very well (1 fully healed, 1 improved by 75 %, 2 improved by 50 %).** Two patients worsened - however, with one person this was probably not associated with Dr Michaels products, the second person had a tar allergy (Dr Michaels gel contains tar). **All patients evaluated Dr Michaels cream very positively. Result: Dr Michaels product can be recommended for the treatment of local plaque psoriasis.**

September 22, 2008

Hradec Kralove Medical Faculty Hospital
Department of Dermatology and Venereology
MD Karel Ettler
Head Physician



KLINIKA NEMOCÍ KOŽNÍCH A Pohlavních FN

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500 05 Hradec Králové

tel. 495 836 357, fax 495 836 350

FRANKL PHARMA, s. r. o.
Počernická 96
108 00 Praha 10

Dne 22. září 2008

Věc: HODNOCENÍ PŘÍPRAVKŮ DR. MICHAELS V LÉČBĚ PSORIÁZY

Vážené kolegyně,

na Klinice nemocí kožních a pohlavních FN v Hradci Králové jsme měli možnost vyzkoušet v první polovině r. 2008 přípravky Dr. Michaels (čisticí gel, tělové mléko, mast) v léčbě kožní ložiskové psoriázy u 6 nemocných. Z těchto 6 nemocných 4 osoby na léčbu odpověděly velmi dobře (1 zhojen, 1 ze 75% a 2 z 50% zlepšení). U 2 nemocných došlo ke zhoršení – u jedné osoby zřejmě nezávisle na aplikaci přípravků Dr. Michaels, u druhé v souvislosti s kontaktní alergií na dehet, který je obsažen v čisticím gelu Dr. Michaels. Všichni nemocní velmi dobře hodnotili mast Dr. Michaels.

Závěr: Přípravky Dr. Michaels lze doporučit k lokální léčbě ložiskové psoriázy.

V úctě

Doc. MUDr. Karel Ettler, CSc.
přednost

FAKULTNÍ NEMOCNICE
v Hradci Králové
Klinika nemocí kožních
a pohlavních
doc. MUDr. Karel Ettler, CSc.
přednost

The results of an attestation study of the effectiveness of Soratinex Psoriasis Products undertaken in the Czech and Slovak Republics during the period 2005–2008

Conducted by Prof. MUDr. Jana Hercogova, CSc.

Summary results of tests on 203 patients. Very good results were achieved with chronic psoriasis, whereas in acute stages good results were not often delivered.

THE FOLLOWING SPECIALISTS PARTICIPATED IN A MULTI-CENTERED STUDY

- Prof. MUDr. Jana Hercogova, CSc.
Faculty Hospital Bulovka
- Head Physician MUDr. Stepanka Capkova
Faculty Hospital Motol
- MUDr. Michaela Havlickova
Faculty Hospital Kralovske Vinohrady
- Prof. MUDr. Karel Pizinger
Faculty Hospital in Plzen
- Head Physician MUDr. Jaroslav Hoffmann
Central Military Hospital in Praha
- Doc. MUDr. Karel Ettler, CSc.
Faculty Hospital in Hradec Kralove
- Head Physician MUDr. Hana Duchkova, DrSc.
Dermatology Clinic in Usti nad Labem
- Head Physician MUDr. Hana Buckova, Ph.D.
Faculty Hospital in Brno
- Head Physician MUDr. Hana Zelenkova, Ph.D.
DOST – Svidnik, Slovakia
- Prof. MUDr. Frantisek Novotny, DrSc.
Prague Dermatology Centre¹

EVALUATION BY PATIENTS AFTER 8 WEEKS

very satisfied	128	63 %
satisfied	36	18 %
rather unsatisfied	20	10 %
unsatisfied	19	9 %

EVALUATION BY DOCTORS AFTER 8 WEEKS

symptomless	120	59.11 %
improved by 75 %	31	15.2 %
improved by 50 %	16	7.88 %
improved by 25 %	13	6.4 %
no improvement	15	7.38 %
worsened	7	3.44 %
did not come for last check-up	1	0.49 % (his personal rating was "satisfied")

AVERAGE RATE OF SUCCESS: 82.2 %

¹ Prof. Novotny monitored patients during the years 2005–2008. The results from other dermatology clinics come from tests conducted during the year 2008.

Summary

1. The results are better when the treatment is used in **chronic** cases, whereas when there is an **acute** exacerbation in the condition, Soratinex (Dr Michaels) products are not suitable.
2. Some dermatologists presume that Soratinex (Dr Michaels) products are only suitable for mild forms of psoriasis and that for severe forms, biological medicine is indicated, which is contrary to current findings. The Soratinex (Dr Michaels) method is successful, even in severe cases when large skin areas are affected and this method even proves itself to be safer.
3. **The remission period after the application of Soratinex (Dr Michaels) products is much longer** in comparison to that achieved from other medicines.
4. During periods of exacerbation, after the application of Soratinex (Dr Michaels) products, **patients achieved on average an improvement of 75 % compared to the original condition before the therapy.**
5. Some doctors denounce Soratinex (Dr Michaels) treatment because it is an alternative therapy. It has not yet been approved as a medicine in the Czech Republic, and the products are currently sold as cosmetics (in Hungary they fall into the category of “paramedicine”).
6. After terminating the therapy, affected areas very often remain a very slight purple colour for a short period of time, in comparison with other methods.
7. **The main mode of action appears to lie in the effect of the fruit acid extract**, which works partially as a peeling agent since it destroys the surface psoriatic cells and there is also an anti-inflammatory effect from the herbal extracts.
8. When applying Soratinex (Dr Michaels) products it is highly recommended that you avoid emotional strain, stress and to protect yourself against cold. This can improve the healing results.

Comparative summary ►

of Soratinex (Dr Michaels) products with biological and corticosteroids

Product	SORATINEX (DR MICHAELS)	BIOLOGICAL TREATMENT	OTHER LOCAL TREATMENTS corticosteroids ⁵ / vitamin D derivatives ⁶ / combinations
Treatment effectiveness	82.2 %	45.4 % (% significant improvement of condition of patients = achieved PASI 75) ⁴	50 % (% significant improvement of condition of patients = achieved PASI 75) ⁷
Cost per 1 patient	146–219 EUR/year (2–3 sets)	approx. 14,589 EUR/year	7,30–73 EUR (depends on the level and time of treatment)
Treatment period	5–8 weeks	medicine intended for continuous therapy	until the absence of symptoms (should be very short)
Recurrence	smaller area 25–30% (on average in 1 year)	medicine is usually used continually, therefore it is impossible to indicate at what time after termination of the treatment we could expect recurrence (in the event that the patient terminates the treatment fully or almost fully, the recurrence comes on average in 3 months)	frequent, rebound phenomenon = phenomenon of recurrence
Negative side effects	temporary, lasting only for a few days: burning, itching, inflammatory reaction with 10% of the patients, but improvement in the following days	possible infections (respiratory) and immunity disorder, headaches, muscle pains, higher temperature, fever, nausea, tumors, lymphatic proliferation, higher hepatic values, thrombosis cytophany ³ influenza signs after syringe application, activating of auto-immune disease, allergic reaction after the application of medicine	frequent steroids: rebound phenomenon (downgrade after immediate termination of treatment), thinning of skin, multiplying of skin vessels, hair growth at the spot of application, slow healing of skin infections, pigmentation, during long-term therapy it is necessary to use stronger preparative due to smaller efficiency, thinning of skin, bleeding, vulnerability, steroid acne, hair growth, striae, absorption vitamin D derivatives: irritation, mutual influence of metabolism of vitamin D and Calcium when applying to large skin areas
Advantages	no corticosteroids, local application, home treatment, great results with children, according to MUDr. Capkova: no age limits, very safe remedy in comparison with other methods, suitable also for patients with serious degrees of psoriasis	application 1 or 2 times a week, syringe, under-the-skin application by patient at home after education by a specialized nurse, fully covered by insurance (for selected and limited amount of patients)	for acute stages – external treatment, treatment without the need for hospitalization, therapy partially covered by insurance
Disadvantages	application necessary twice a day, not covered by insurance, therefore relatively expensive for patients, classed as cosmetics, however working as medicine, not suitable for patients with acute exacerbation	infusions must be undertaken in a hospital, covered by insurance, but only for a limited amount of patients, for selected only, limited by age (18+ and under 55 years of age) ³ , there are many contraindications for biological treatment (for example: pregnancy, breast-feeding, allergies to medicine, active infections, malignant tumors and pre-cancer stages, severe immunity deficits, thrombosis cytophany, decompensated diabetes, asthma, HIV infection/ AIDS), requires full cooperation of the patient, necessity of continuous therapy, which is very expensive, necessity of laboratory monitoring of the patient	(described in Recurrence and Negative side effects) application only to a limited skin area, does not influence the burden and the start of recurrence

³ Source: Magazine Czech and Slovak Dermatology, magazine of dermatovenereologist companies, No.. 4, July 2006, 81st edition. Authors: Benakova N., Štork J. et al.: Biologic treatment of psoriasis

⁴ Source: C. Leonardi, A. Menter, T. Hamilton, I. Caro, B. Xing and A.B. Gottlieb: Efalizumab: results of a 3 year continuous dosing study for the long-term control of psoriasis; PASI 75 – improvement of condition by 75%, the most frequently used method of evaluating the stage of psoriasis, Psoriasis Area Severity Index.

⁵ the most frequently used are corticosteroids, which belong to the group of highly effective, for example betamethasone dipropionate, mometason furoate.

⁶ calcipotriol, tacalcitol

⁷ Kragaballe K., Austad J, Barnes L. et al.: A 52 weeks randomized safety study of a calcipotriol/betamethasone dipropionate two compound product in the treatment of psoriasis vulgaris. British Journal of Dermatology. 154 (6): 1155-60/2006, June.

REPORT ON THE RANDOMIZED CONTROLLED DOUBLE-BLIND CLINICAL STUDIES OF THE SORATINEX PRODUCT FAMILY IN PSORIASIS

Institutions conducting studies in Europe:

HUNGARY

Prof. Dr. ATTILA HORVATH

Institution: University Semmelweis, Budapest
Institute of Dermatology and Venereology
H- 1085 Budapest, Maria u. 41.

Type of testing: public.

Year: 2002

ROMANIA

Prof. Dr. NICOLAE MAIER

Clinica de Dermatologie si Venerologie
Cluj Napoca, Str.Clinicilor nr. 3-5, cod 3400

Year: 2003

RUSSIA

Prof. N. G. KOROTKY, Medical Doctor

Member-correspondent of the Russian Academy of Sciences, Head of the Institute of Dermatology and Venereology Children's Clinic at the Russian State University of Medical Sciences.

Year: 2002

AUSTRIA

Prof. Dr. HERBERT HÖNIGSMANN, University Professor

Teaching Hospital Dermatology Clinic of Vienna
Währinger Gürtel 18-20, A- 1090 Wien

Year: 2004

Introduction

PSORIASIS

- inflammatory & proliferative disease;
- results in chronic, sharply demarcated plaques with silvery scales;
- can be very severe – can lead to hospitalization,
- can be itchy;
- non-contagious;
- a chronic, recurring skin disease affecting 2–4% of the population;
- genetic predisposition and secondary triggers play a role in its aetiology;
- can occur in any age group or gender;
- frequently affected areas of the body include scalp, extensor surfaces of the extremities, skin folds and nails,
- cannot be cured – but can go into remission.

Since psoriasis cannot be cured, it is important to find treatments that are safe and can be used long term. At present topical corticosteroids are the mainstay of therapy for stable chronic plaque psoriasis. Over the past few years, there have been growing concerns about the side effects of steroid therapy. Patients, the world over, are looking for an alternative therapy which is effective and safe. Herbal remedies are the most common treatment options available, however most of these topicals have

not undergone the rigorous testing required by scientific bodies. Over a twenty year period, the Dr Michaels product family has been shown to be both effective and safe, however lacking independent scientific clinical testing.

AIMS OF THE STUDIES

The studies of the Soratinex (Dr Michaels) topical product family were designed to determine the efficacy of the preparations in the treatment of cases of psoriasis with varying severity and to establish whether the natural oil contents (the composition and ratio of the natural oils) were able to decrease the psoriatic parakeratosis, inflammation and infiltration.

OBJECTIVE

To determine the **efficacy, adverse effects and tolerability** of Soratinex (Dr Michaels) topical product family.

The Hungarian Clinical Trial

The Hungarian and Romanian open product testing study involved 57 patients (30 males, 27 females), suffering from mild to moderately severe plaque type psoriasis, between the ages of 18 to 80 years old. The mean age was 45.2 years with a mean duration of psoriasis of 15.3 years.

Five patients dropped out due to non-compliance and one due to retraction of informed consent.

The evaluation was based on a Psoriasis Area Severity Index (PASI) score at each of the 8 medical evaluations. Evaluated features included erythema, infiltration, parakeratosis and size of the affected lesions.

Eight weekly evaluations were done.

THE EVALUATION OF IMPROVEMENT WAS BASED ON:	
worsened	PASI score higher than baseline
no improvement	PASI decreased 0-25%
moderate improvement	PASI decreased 26-50%
good improvement	PASI decreased 51-75%
outstanding improvement	PASI decreased 76-100%

The product family proved to be ineffective in 5 of the 57 patients (9%), 11 patients (19%) showed a good improvement with a disappearance of 51-75% of the skin lesions. 30 patients (53%) showed an outstanding improvement with the disappearance of 76-100% of the lesions. 23% of the patients developed folliculitis for a short period as a side effect. The folliculitis was noted on a few plaques of the lower extremities and was in-

significant in terms of severity. 5% of the patients developed pruritis, which disappeared without discontinuing the treatment.

No contact sensitization was noted, which is probably due to the thorough screening applied during patient selection.

The cosmetic effect was evaluated as indifferent by 49% of the patients, as good by 35% of the patients and as excellent by 16% of the patients.

The evaluation of the treatment differed from that of the physician. The physician considered the improvement outstanding in 53% of the cases, while the patients considered it outstanding in 33% of the cases. The differences can be explained by the fact that the physician's evaluation was based on a pre-determined scale and the calculation of the percentage changes, while the patients' evaluation was entirely subjective. Many patients would have given outstanding only for complete clearing of the lesions. 95% of the patients stated that they would continue to use the product family, including those who had only a moderate improvement. They argued that as the product family was a cosmetic and not a medication, they were not concerned about safety and negative side effects.

CONCLUSION

Based on the results of these studies, Soratinex (Dr Michaels) new complementary treatment can be successfully applied in cases of mild to moderately severe psoriasis.

The Russian Clinical trial

In the Russian study there were 30 patients between the ages of 9 to 60 years with psoriasis of differing severity. There were 3 girls and 12 boys while the adults consisted of 5 women and 10 men.

THE SEVERITY OF THE CLINICAL SYMPTOMS WERE EVALUATED USING PASI SCORES	
mild psoriasis	PASI less or equal to 20 (12 patients)
moderately severe	PASI bigger than 21 and less or equal to 50 (9 patients)
severe	PASI bigger than 51 (9 patients)

Four evaluations were carried out at weekly intervals. 10 patients (84%) in the mild psoriasis group went into clinical remission and 2 patients showed no improvement. 4 patients (44%) in the moderately severe group went into remission, 2 showed significant improvement, one showed improvement and 2 showed no response. In the severe group 2 patients (22%) went into remission, 4 patients showed significant improvement, 2 showed improvement while in one there was no effect.

In the 30 patients treated, 22 patients (73%) showed a significant improvement or better. Soratinex (Dr Michaels) product family is highly effective and in

terms of efficacy, it is comparable to the generally used therapeutic regimen, which is based on the application of corticosteroids with fluoride content. Soratinex (Dr Michaels) preparations do not have severe side effects and are user-friendly. They do not have an unpleasant smell and do not stain underwear. They can be successfully applied in the case of outpatients too. **Soratinex (Dr Michaels) preparations have been used successfully on patients with psoriasis exceeding 30% of the total body surface area (TBSA), however other parallel applications available cannot exceed 30% of the TBSA of the patient.**

CONCLUSION

Based on the clinical results Soratinex (Dr Michaels) product family can be used successfully to treat mild to severe forms of plaque and exudative types of psoriasis.

The Austrian Clinical Trial

The Austrian study was a 'Randomized Controlled double-blind study' involving 34 patients (15 females, 19 males).

Evaluation of improvement was based on PASI scores. 14 patients in the verum group (those treated with Soratinex (Dr Michaels) product family) and 10 patients in the placebo group completed the treatment course; 10 patients did not complete the eight weeks of the trial.

Before therapy, the mean PASI score of the verum group was 6.8 +/- 2.4 SD, while the placebo group was 5.5 +/- 2 SD.

After the 8 week treatment course, the mean PASI score in the verum group was 1.2 +/- 1.01 SD which is equivalent to a PASI score reduction of 89% +/- 14.9 SD. The respective values for the placebo group were 4.1 +/- 1.7 SD and 22% +/- 28.7 SD.

The decrease in PASI scores in the verum was very significant after 8 weeks ($P < 0,0001$).

Three patients in the verum group and 3 patients in the placebo group reported mild and transient side ef-

fects (irritative dermatitis, folliculitis), which did not require any special therapy or cause the patients to discontinue treatment.

The majority of the patients who dropped out came from the placebo group.

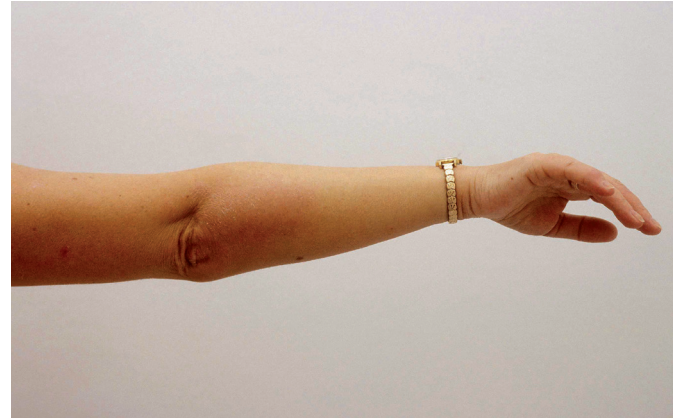
CONCLUSION

The investigation showed that Soratinex (Dr Michaels) product family is effective and safe for the treatment of stable chronic plaque psoriasis.

The results from the clinical investigation were so outstanding that the researchers believed that Soratinex (Dr Michaels) product family must contain corticosteroids or calcipotriol. To verify this the Austrian Health Ministry ordered chemical tests to be performed immediately. Tests were carried out using HPLC, DAD, and UV methods for calcipotriol and 104 variations of corticosteroids. All the results showed that Dr Michaels product family **contains NO corticosteroids or calcipotriol.**

Based on 4 independent clinical studies involving 121 patients, the Soratinex (Dr Michaels) product family has proven to be effective in the treatment of mild to severe plaque and exudative types of psoriasis.

PHOTOS
- BEFORE AND AFTER THE USE OF
SORATINEX PRODUCTS



The skin condition of psoriasis patients before applying Soratinex products

The skin condition of psoriasis patients after applying Soratinex products



The skin condition of atopic eczema patients before applying Soratinex products

The skin condition of atopic eczema patients after applying Soratinex products



SORATINEX (DR MICHAELS)
IN THE MEDIA



RODINNÉ FINANCE

Za překročení cílové částky sankce

SOBOTA - NEDĚLE 24. - 25. LEDNA 2013

EVĚ SAMKOVÉ nejde o medaile, ale o zábavu

MAGAZIN

PRÁVO



Jana Jančková: Zas tak divoká nejsem



NEZÁVISLÉ NOVINY ročník 25 / č. 20 18 Kč

TV na celý týden program

Vegetariánství pověsili na hřebík

Stát platí za chyby úředníků stamilióny a nevymáhá je zpět

Nad a Adamičková Marie Königová
Již několik let si vláda odkládá do tajemné kapsy státního rozpočtu narvané Všeobecná pokladniční správa „pro strýčka Přibohá“ stamilióny, aby měla z čeho platit škody.
 Ty napájejí státní třídící či soudní výbor rozhodováním. Letos tato rezerva čítá 848,3 mi-

liónu Kč. Tato suma, jejíž výše se bez ohledu na to, kolik se skutečně vyjádří, kta pohybuje mezi 750 a 850 milióny, je pětina určena jen pro ministerstva spravedlnosti a financí.
 Ostatní ministerstva musejí chytit svých úředníků jen ze svých rozpočtů. Nejohledněji do vlastní kasy v uplynulých letech sahali na ministerstva pro místní rozvoj, vnitra a zemědě-

Odpovědnost politiků i úředníků bude zahrnuta v zákoně o kontrole
 Andrej Babiš
 ství. Ačkoliv zaměstnavatel může peně, které za provinile zaplatili, vymáhat, většinou to nedělá. Přitom pokud k chybě došlo

úmyslně, viník by měl uhradit škodu celou. Ideálně o neobalost, pak může stát úplat chytí náhradu až do 4,5násobku jeho platu. Stal se ale chytit ke svým zaměstnancům velkoryse. Protože totiž po nich nechce a tzv. rezervační řízení zajišťuje jen v minimu případů.
 Jak loni informoval poslanice kontrolního výboru ministr financí Andrej Babiš (ANO),

v roce 2011 všech čtrnáct ministerstev vyplátilo bezmála 220 miliónů korun a zpátky vymáhalo 2,8 miliónu.
 O rok později bylo z vyplacených 236 miliónů vymáháno jen 1,57 miliónu. V roce 2013 byla úspěšnost ještě menší – 28,6 miliónu bylo vyplaceno a vymáhalo bylo 1,3 miliónu korun.
 V tomto směru se tedy stále jako doberý hospodář nechová.

Z Babišova přehledu, který předal poslancům, je zřejmé, že ministerstvo financí v roce 2013 vyplátilo téměř 74 miliónů korun náhrad a vymáhalo zpět do slova jen pětáctovku.
 Ministerstvo spravedlnosti vymáhalo v témže roce ze 183 miliónů jen 222 tisíc. Podle náměstka Petra Jägera šlo vymáhat rezervační náhrady ve 27 případech.
 (Pokračování na str. 2)

Volný pád koruny. Po deseti letech je dolar za 25 Kč

Pád koruny, který předloni v listopadu odstartovala devizová intervence Česká národní banka, zřejmě jen tak neskončí. V pátek koruna po deseti letech překročila hranici 25 korun za dolar, když se podle údajů Patria Online dostala na hodnotu 25,01 CZK/USD.
 Česká měna tak věra následovala oslabování eura vůči dolaru po rozhodnutí Evropské centrální banky o masivních sníženích vlastních důhových v eurozóně.
 Odpovídne však koruna opět posílila až na 24,60 Kč/USD. Naposledy stáhl dolar 25 korun

v roce 2005. Více eura ale koruna věra posílila téměř o dvacetník na 27,70 CZK/USD.
 „Kurz koruny k dolaru je závislý na vývoji eura k dolaru. Další zarástí si koruna může připsat i v dalších měsících. Pro dlouhodobější (i až 12 měsíců) vývoj koruny k dolaru však bude rozhodující, zda a kdy začne americká centrální banka (Fed) zvyšovat úrokové sazby a jak se bude dít evropské ekonomice.“ řekl serveru Novinky.cz analytik společnosti Akcenta Miroslav Novák.
Zdraží elektronika i zájezdy
 Drahý dolar zřejmě zdraží elektroniku dovozenou ze Spojených států a dovozené v nuneuro-pských zemích.
 (Pokračování na str. 2)



ONDŘEK BANK ZÁŘIL. Skvělý den prohl věra 34letý český sjednat přestihn zastávce Světového poháru v Kitzbühelu. V superkombinaci skončil třetí, což se mu povedlo teprve podruhé v kariéře.
 Podrobnosti na str. 24

Brabec: Z prolomení limitů musí profitovat i lidé

Jiří Vavroň
 V ČR se vědou nyní věnuje spíše o tom, jak na serveru Czech prozemní tímto brněnsko-ohrábí na re. Rozhodnutí bude muset rakovec vědět. V rozhovoru bude mít významnou úlohu ministr zdravotní péče, podlévac za ANO zveřejní za ústecký region Richard Brabec.

■ Ča budete v tomto sporu považováno za zásadní a podle čeho se budete rozhodovat?
 Ze sporu o prolomení limitů uniká, že stát je stále vlastníkem zhruba miliardy tun ještě nevylučeno ubíh. Pokud máte strategickou soutěvu ve vlastnictví, tak stát má také zásadním rozhodnutí by měl říci – pokud prolomíme limity, tak jen za předpo-

klada, že budeme sami oslovovat, kam to ubíh. Pějde.
 Tedy, je schémata majitelům dohl, jen s to ubíh vyřezá, někam ho vvezte, vyřezáje si, spojíme se jen s některak výskyt po našem za oříže. To je naprosto klíčová otázka – zda ubíh a hlávek, na co ho použijeme. Kolik se vrátí státu, kolik a co z toho budou mít občané,

odštěpné tepla v ČR a především lidé v regionu, kde těžba skutečně zanechává okolí.
 A samozřejmě musíme zajistit energetickou bezpečnost státu, protože jsou dostupnou energetickou soutěvu kromě jedné nemáme. Ohrovněné zdroje pro vývebu elektriky budou v našich přírodních podmínkách vždy spíše doplňkové. Tedy představují 12

procent, do ruku 2030 se dostaneme k 18 procentům. Rozhodnutí vlády musí být tedy konzistentní, aby případná těžba byla v zájmu státu.
 Měmi významné je i zajištění zaměstnanosti v ústeckém regionu. Pokud stát svým rozhodnutím omezi budoucí těžbu v regionu, musí udělat více pro to, aby nabídl lidem jiné možnosti.

■ Neustáří politiky opět problém s ubíh na Ostravsku? Když ubíh vyřezávalo, peníze se získávaly sádky, teď se přišlo ke snědennému krámu a oči vlastníkú si horničku se upěly na stát. Není zakopaný pes, že se vlastně neví, co udělat? Provozovatelé severočeských dolů?
 (Pokračování na str. 7)

Přípravek umí zatočit s lupénkou, ale pojišťovny ho nehradí

Stáňa Sedová
 Kvůli svému onemocnění se často cítí ve společnosti méněcenná. Lupénka neboli psoriáza projevující se zarudlými lupinovitými ložisky na různých částech těla jen v ČR trápí 400 tisíc lidí.
 Přitom již řadu let existují přípravky, které ji dokážou léčit. Jsou to ale přírodní produkty, nikoliv léky podle zákona, proto je zdravotní pojišťovny nehradí.
 Léta se trápí, že lupénku neřeší nijak uspokojivě léčí. Po zas-

to nedělních pokusech s hormonální léčbou, kortikosteroidy a s UV zářením se pacienti smířili s tím, že budou s kožní nemocí přebívat. V roce 2008 se však v Česku objevily přípravky, které většak z nich další věci odřízají se do běžného života.
 Náš dermatologové testovali přípravky Dr. Michalce se skvělými výsledky – u 82 procent z 200 lidí typických lupének to zabralo. Bez jakýchkoli příznaků bylo 60 procent z nich.
 Přírodní produkt si ale nemoc-

ní musí kupovat za 2200 korun. «Kůra trvá dva měsíce, na což většinou tři přípravky – gel, mast
Zlepšuje stav kůže a u některých pacientů dochází i k vymizení ložisek
 onemocnění
 a olej – vsyvali. Samozřejmě podle toho, jak rozsáhlý je výskyt lupének. Měli ji někdo po celém těle, bude na dva měsíce potře-

bovat i dvě balení. Vyskytuje se někde jen na kloboučech, vyzdrží mu to bobáň na kůru a má záoba na celý rak.“ přibližuje náročnost léčby Jarka Kovács, jednatelka společnosti, která přípravky distribuje. Pacienti a lékaři žádali o alespoň částečnou úhradu přípravků pojišťovny. Nesouhlasí.
 Tomášovi Váňovi se lupénka poprvé objevila ve čtyřech letech. Nic z dostupné léčby nezabíralo, až po sedmi letech jeho matka objevila na internetu, že

Fakultní nemocnice Motol provedl dětskou studii lupének.
Zabral po třech týdnech
 „Kontaktovala jsem doktorku Čapkovou a ta s tím doporučila australské přípravky Dr. Michalce. Byl jsem skeptický, po dvou letech jsem nevěděl, že něco může zabrat, ale vyzkoušel jsem to. Po třech týdnech ubíhání nebylo jedině záněsky po tom, že jsem kdý lupénku měl.“ vzpomíná dnes už 17letý chlapec.

„Za šest let od doby, kdy jsem poprvé přípravek vyzkoušel, se mi síce jednou za čas nějaký filček objeví, ale po dvou dnech uživám až po něm nemám ani stopy. Špatné ale je, že ho nehradí pojišťovna. Přitom každý, kdo má lupénku, by měl mít šanci na kvalitnější život.“ myslí si Tomáš.
 (Pokračování na str. 5)



The product can keep psoriasis under control, however health insurance companies do not cover its cost

Pravo (published January 25, 2015)

Reporter: Stana Sedova

Due to their illness, people with psoriasis often feel inferior in society. Psoriasis is a disease that leaves dry scales on different parts of a person's body. In the Czech Republic there are about 400 000 people suffering from this condition. However, there are products that can help to treat it and they have been available on the market for several years already. They are natural products, and not drugs according to the law, which is why insurance companies refuse to cover their cost.

It is said that psoriasis can't really be treated. Usually after some experimental treatments with hormonal therapy, corticosteroids or UV radiation, which are often unsuccessful, patients simply learn to live with this condition. However, in 2008 new products entered the market in the Czech Republic and gave the majority of psoriasis patients a new chance to lead a normal life.

Our dermatologists tested Dr Michaels products with excellent results – out of 203 people suffering from psoriasis, 82 % showed improvement and 60% became symptomless.

“It improves the skin condition and some patients even report a complete disappearance of psoriasis spots”

Patients have to buy these natural products for CZK 2 200. “The packaging size of the three products – gel, cream and oil – will last for about two months, and this is

usually only enough for one treatment cycle, depending on the extent of the psoriasis. If someone has it all over their body, then such a patient might need two packages. If a patient only has psoriasis on their joints, one set could last for the whole year,” explains Jutka Kovacs, the CEO of the company that distributes Dr Michaels products. Patients and doctors have asked health insurance companies to at least partly cover the price of Dr Michaels products, but their request has been turned down.

Tomas Vana had his first psoriasis outbreak at the age of four. None of the available treatments helped. Seven years later his mother found out via the internet that the University Hospital Motol conducts product testing studies on child patients.

IT WORKED WITHIN THREE WEEKS

“My mother contacted M. D. Capkova and she recommended Dr Michaels Australian products. Having tried hundreds of drugs already, we were sceptical about it work-

ing, but we tried it anyway. "After three weeks there was not a single sign of psoriasis on my body," recalls the now 17-year-old boy.

"In the six years since I first tried the products, every now and then I might have a small new psoriasis spot. But after two days of using Dr Michaels it usually disappears. The problem is that the products are not covered by insurance companies. I believe that every psoriasis patient should have the chance for a better life," says Tomas.

MEDICINE FOR PSORIASIS

The treatment for psoriasis was discovered by chance. The Australian medical scientist Dr. Michael Tirant was actually developing a natural cream for eczema. "In 1982 I was preparing to treat a patient with eczema. This patient's father suffered from psoriasis, and so he let him try my product. Then he brought his father to show me the results and I was amazed at how well it had worked," said Dr. Tirant. His products have helped thousands of people around the world, stated Dr. Tirant when visiting the Czech Republic several years ago.

"We have been using Dr Michaels products for the treatment of chronic focal psoriasis in child patients since 2009. These products improve the skin condition and some patients stay free of any symptoms for a long period of time," says M. D. Stepanka Capkova, Senior Consultant in the Department of Paediatric Dermatology at University Hospital Motol.

M. D. Jana Hercogova, Head of the Department of Dermatology at Bulovka Hospital and one of the leading Czech dermatologists, agrees: "I have had the opportunity to test these products on patients with psoriasis. The

main advantage is that they are safe. They are made from natural ingredients and therefore also suitable for children and pregnant women. For patients, however, the price is the major obstacle. Therefore, I believe that if health insurance companies would cover their cost, at least partially, this would help many patients."

IT CAN'T BE CLASSIFIED AS MEDICINE

Existing regulations classify Dr Michaels products as cosmetics. "In terms of legislation, health insurance companies can only support drugs and medical devices, not products categorized as cosmetics. One of the reasons why Dr Michaels products cannot be classified as a medicine is because the products contain a very high number of natural components, and in order for these products to be registered as medicine, you need to have constant results," said Jutka Kovacs to Pravo.

"Last June we sent a letter to the Czech Ministry of Health. We also enclosed the results of the product testing studies, testimonials of leading Czech dermatologists and also a petition signed by more than 1 200 Czech psoriatic patients who asked for Dr Michaels products to be covered fully or partially by health insurance companies. But we got a negative response," says Jutka Kovacs.

The Ministry refers to legislation. "Dr Michaels products are marketed as cosmetics. Legal requirements for cosmetic products are synchronized at EU level and the regulation does not allow EU Member States to take any decisions at national levels," Ms. Jarmila Razova, Director of the Public Health Department at the Ministry of Health, states in her letter.

Tomas Vana (11) – I lost my hair due to psoriasis

AHA! Daily (published November 11, 2008)

Reporter: wer / photo: Martin Pekarek



“Some children used to call me horrible names, they were afraid to touch me. They thought it was contagious, but it is not”, says Tomas. His mother found help for him on the internet.

“Tomas started to have psoriasis at the age of 5, when he first had spots on his scalp,” explains his mother Marketa. “His dermatologist recommended treatment with a special light at first. We would go there for 30 minutes a day. After nine months, instead of having five small spots on his scalp, he had one huge spot all over his head. It was five millimeters thick and he had no hair growing from this dry skin,” says Marketa. Doctors started to prescribe various types of medicine – corticosteroids, ointments and creams with tar, special oils. Nothing worked. They even tried cannabis creams, salt chambers, Dead Sea mud – no positive results whatsoever.

At the end of last year Tomas became a teenager and the psoriasis had spread over his entire body. Nothing could make it stop and he did not want to go to school. He had psoriasis on his face, in his eyebrows,” says Marketa, who spent hours on the internet searching for help when even doctors could not help any more.

“Then one day I found Soratinex (Dr Michaels) products and asked for samples. I received a response that they did not provide samples, but I could sign up to participate in a clinical study in Motol Hospital in Prague,” continues Marketa.

In Motol, they did a thorough check-up on Tomas and gave him two sets of products to try. “We could not believe it, he had been having treatment for 7 years before and nothing ever helped. Now in five weeks the psoriasis from his scalp had gone,” says Marketa.

What has helped Tom is cosmetics based on natural elements. So far it has been regarded by many doctors as being non-effective. After having conducted tests in five Medical Faculty hospitals in the Czech Republic and also in Austria, Hungary and Russia, doctors started to accept these products, but health insurance companies still don’t...”

“The effectiveness of treatment in clinical tests was over 82 %. The results are better with chronic forms of psoriasis, it is not so suitable for acute forms,” explains Prof. MD. Jana Hercogova from Medical Faculty Hospital Na Bulovce in Prague.

Tomas’s dermatologist shares the same opinion: “Our patients have had psoriasis for between six months and six years. With the exception of one patient, we could notice significant improvement much earlier than with other types of treatment,” states MD. Stepanka Capkova from the Medical Faculty Hospital Na Bulovce in Prague.

Although this treatment is, according to doctors, much safer and more effective than other types of treatment, it is not covered by health insurance companies. “Its biggest advantage is that it does not contain corticosteroids,” notes Prof. MD. Frantisek Novotny from the Prague Dermatology Centre. Corticosteroids make your skin thinner, they slow down the process of the healing of skin infections and in the event that you suddenly discontinue the treatment, psoriasis can get even worse. Plus, the effectiveness of such treatment is only about 50%, according to Prof. Hercogova.

Doctors are testing new psoriasis treatment

MF Dnes Daily (published September 24, 2008)

Reporter: Lucie Frydecka



Marie Prstkova (25) used to refuse to wear short skirts during the summer time. What was the reason? Due to psoriasis, her legs were covered with huge reddish stains for marks. "I also could not do my hair, because it was as if I had hardened egg white in it," says Marie.

For twenty five years Mrs. Marie Prstkova refused to wear shorts skirts during the summer time. What was the reason? Full of her legs were covered in ugly big red flakes – psoriasis. "I also could not do my hair nicely, because my hair looked as if I had hardened egg-white in it" she describes.

This year during the spring time she started to use a new product imported to Europe from Australia. It helped Mrs. Prstkova get rid of the symptoms of this insidious disease. It has got a genuine healing effect even proven by dermatologists. It means hope for many people – there are about 300 thousand people suffering from psoriasis in the Czech Republic.

However, doctors report that Soratinex (Dr Michaels) products are more suitable for treating chronic forms of psoriasis, not for the acute forms.

This has even been proven by the new study that took place in hospitals all over the Czech Republic and was based on the experience of more than two hundred patients.

The product is not classified as medicine, but as cosmetics. More specifically 'healing cosmetics', that is what they call a product line of Gel, Oil and Cream in other countries.

"I have to admit, I was very sceptical. After all, it is only an alternative method. However, I was very surprised with the results," says one of the leading Czech dermatologists, Prof. Frantisek Novotny. The products have worked on more than 80% of my patients." Prof. Novotny has been using this treatment method for three years so far. "In some cases the patients have remained healed and without symptoms for over a year," he says.

For many patients this is a great result. "I was treated with corticosteroids and also photo-therapy. But this kind of treatment must often be discontinued for some period of time. Therefore the psoriasis came back after two to three months," explains Ondrej Tichota from Melnik. Now he has been without any symptoms for four months.

Miraculous treatment for 300 000 Czech psoriatic patients

ŠIP Daily (published September 25, 2008)

Reporter: Vladislava Tomanova



They can be pleasant, intelligent, well-mannered, but people will still avoid contact with psoriasis sufferers or even find them unpleasant to look at. Life can be hard for those suffering from psoriasis, an incurable disease that affects the body's largest organ – the skin. There are approximately 25 million people suffering from this condition worldwide.

Psoriasis means having skin which is red and chapped and full of open areas. Having yellow and crooked nails on toes and fingers, which look as if they are mouldy. A body covered with grey scales, which keep falling off. Pain and itching. Some people get so down emotionally, that they might even think about committing suicide. The estimates are that every fifth person suffers from psoriasis.

So far there is no cure for psoriasis. The available medicine can only suppress the symptoms which appear on the skin. "Psoriasis comes in various forms, some of its symptoms are not visible with the bare eye but can still set a patient aside from normal life for a long period of time or even forever," explains Prof. Jana Hercogova from Na Bulovce Hospital in Prague. "However, only a few people know that it is not a transmittable disease and you can't get it by being in physical contact with patients. Therefore there is no reason to avoid people with psoriasis," says the well-known dermatologist.

DISEASE SET ME ASIDE FROM NORMAL LIFE

Mr. Pavel Mastik has been suffering from psoriasis for several years now. He even had to leave his job because of it. "I have so-called psoriatic arthritis. The disease attacked joints inside my body and that is very painful. Out of thirty days in

a month I can move in about twenty of them; for the remaining days I can't move at all," this psoriasis patient describes his problems with this disease to ŠIP. However, these are by far not the only problems. "Recent studies have proven that, emotionally, psoriasis is just the same or even more difficult for a patient as, for example, cancer or myocardial infarction. Approximately ten percent of all patients sooner or later think about committing suicide," adds Prof. Petr Arenberger, the head doctor of the Dermatology Clinic of Vinohrady Hospital in Prague.

HAVING NEW HOPE

This disease can have mild through to moderate and up to severe forms. Depending on the form of psoriasis and how large an area it has affected, doctors decide about the forms of treatment. The less severe forms get treated with creams, ointments and oils. These are mainly corticosteroids, but they have negative side effects and therefore treatment often has to be discontinued. More serious forms get treated by ultraviolet light on top of the regular treatment. This is called photo-therapy. It is also ideal to visit the Dead Sea on a regular basis. Due to its high content of salt, magnesium and tar substances it has a beneficial influence

on psoriatic skin. For moderate up to severe forms of psoriasis it is also possible to apply biological treatment, the so-called 'biologics' in the form of infusions or injections.

"The natural products Soratinex (Dr Michaels) for the treatment of psoriasis bring new hope to all patients with chronic forms of this disease. The combination of Gel, Cream and Body Oil can be very effective in patients suffering from chronic forms of psoriasis even if they just apply them for a few weeks. The success rate is over 80%. These products contain no corticosteroids," summarizes Prof. Hercogova after testing the products on her patients.

WHAT IS PSORIASIS?

In healthy skin the skin cells mature in 28 days. With psoriatic patients, due to the infection, the cells get up to the skin surface in just 3-4 days. They mature in a poor condition and this is what causes the extreme amount of imperfect skin cells, which deface the surface of the skin. However, psoriasis can appear everywhere and it can even cover the whole body. Very often the disease appears between the ages of 15 and 35 and persists for a lifetime. Nobody else within the family may suffer from this disease. It can affect men and women equally.

NO REASON TO WORRY

People with psoriasis encounter many situations during their lives when other people might find them unpleasant to look at. However, it can never be caught from anybody - not from shaking hands, from kissing or from sexual intercourse.

WORKING TREATMENTS' PRICES

BIOLOGICAL TREATMENT

This medicine is very expensive and has many negative side effects. For a six-month treatment it costs about 400 thousand Czech crowns. This is why health insurance companies only cover this treatment for patients for whom other methods of treatment have failed. There are about 350 such patients in the Czech Republic now. However, even biological treatment can not cure psoriasis completely. The effectiveness of this method is about 46%. The disease usually comes back after 3 months.

LOCAL TREATMENT

Corticosteroids and vitamin D derivatives are the least financially demanding method with about 50% effectiveness. Depending on the size of the affected area and the time of use this costs approximately 100-2 000 Czech crowns. This medicine is partially covered by health insurance companies. However, the side effects are rather severe, for instance they cause thinning of the skin, bleeding, extensive hair growth, metabolic and hormonal changes. The disease come back with return to the same extent as before the treatment.

SORATINEX (DR MICHAELS)

In comparison to other methods these products are very safe and do not contain corticosteroids. The proven effectiveness is 82.3%. The cost for one patient per year is between 4-6 thousand Czech crowns. Since these are classified as cosmetics, the products are not covered by health insurance companies. The symptoms come back to some extent, but after a couple of days of treatment the condition improves.



Ondrej: I had a miracle happen!

The first spot on Ondrej Tichota's body appeared when he was just over 11 years of age. At the beginning it was rather unobtrusive but gradually it spread over almost the whole of his body. Since then this pleasant man has learnt to live with psoriasis and to fight it. At the moment he has been without any problems for four months.

It was like being on a roller-coaster. When psoriasis hit him the worst and slowly spread over his feet, arms, head and trunk, Ondrej and his nearest and dearest started to seek all possible methods of treatment. "At the beginning there was nothing else besides corticosteroids, the sun also helped, which I liked anyway. What also helped was going to stay by the sea, I simply had to go. However, the success was only temporary, I was without red spots and corneous skin for only about two months," remembers this young man. He says he tried everything. "What also looked promising was biological treatment, but health insurance companies cover it for only a few hundred people for whom every other treatment has failed. What helped me, at least, were photo-treatment and baths, which I took in Prague-Cimice. I went there for daily for three-month sessions," Ondrej tells SIP about his therapy.

However, the breaking point in his life was discovering Soratinex (Dr Michaels) products. "I am not afraid to call this a little miracle. Within just a few weeks, I experienced a great improvement!" says enthusiastic Ondra. He has now been able to wear short sleeves and shorts for four months. For three sets of this product I paid around nine thousand Czech crowns. This is how much my ultimate happiness has cost me," smiles this young man.

His head and face completely healed after four months, the rest of his body after eight weeks and his legs after ten weeks. This brave young man has had a great year so far. He has just finished his Masters Degree in Media Studies at the Social Studies Faculty of Charles University.

(vlt)



PATIENTS' EXPERIENCES

Success stories

Jana Hraska: "Yes it would be great if these products were covered by insurance since they are not really cheap. I am a disabled pensioner (47 years) and I have had psoriasis since the age of 10, and of course with my not so high pension I can feel the money spent."

Lubos Polak: "After a futile effort to heal my psoriasis and after long hesitation (financial reasons), I bought a Soratinex (Dr Michaels) set for almost a third of my modest pension. I was blown away by the results and effects."

Vera Bendova: "I am writing on behalf of my son who has suffered from psoriasis since early childhood, and this is why I fully agree that this treatment should be covered by health insurance. At the moment this is the only treatment that really works for him, and since he uses it on a regular basis on almost his whole body, it gets very expensive. This is why I am signing this."

Stefan Jankovic: "Finally a product for psoriasis that fully deserves to be covered by health insurance companies."

Marie Hrstkova: "I wish that for my problem that has lasted for 38 years the next possible treatment would be covered by insurance. All my life I have paid quite a lot of money for my health insurance and I belong among the ones that do not get that much back from it, especially when this disease requires such costly treatment. I want this for all of the people struggling with this disease."

Jirina Hrbacova: "I am the mother of a three-year old daughter who has ichthyosis lesions over almost all of her body. Soratinex (Dr Michaels) products improve the condi-

tion of her skin. But we only use them on certain parts of her body, because they are very expensive and we do not pause the treatment, as psoriasis patients do."

Alena Maresova: "My skin is completely clear after 4 weeks of using the products. I underwent climate treatment in 2008 in Greece, but without much success. The Soratinex (Dr Michaels) product is a miracle."

Tomas Drazdik: "This is an excellent product, one of the few that really helped my psoriasis problems."

Anna Kopecka: "Soratinex (Dr Michaels) is the only product that has helped me after 47 years of dealing with the disease, so why would one throw away money for other treatment? It is the same financially as other products, but there is a difference, because Soratinex (Dr Michaels) is the only one that brings the best results."

Vaclav Vasak: "Soratinex (Dr Michaels) brings such good results in terms of psoriasis treatment that no other remedy has so far."

Erika Kourimska: "Honestly, we were sceptical, but one has nothing to lose. We used Soratinex (Dr Michaels) products for the first time this year, all three of them. Our family member has psoriasis all over his body so the products did not last long. He was very happy with the results, unfortunately, we do not have the finances to purchase these products as often as he needs."

Jiri Landfeld: "I was also sceptical, due to the high number of unsound companies and ineffective products that are mostly very expensive. I am not the only one suffering

from psoriasis, who does internet searches, who listens to other sufferers as to what they do and where they travel to and how much it all costs. Soratinex (Dr Michaels) products are not the only ones that I have tried. I have had a 'smart mushroom' BioDelta (with no healing effect), tar and hemp creams and also different medications (mostly corticosteroids) from my dermatologist. They help, but I do not use them. I got Soratinex (Dr Michaels) products under the Christmas tree and I have been using them once a day since the beginning of this year. I have psoriasis on 35% of my skin, mostly in big lesions. Some of the lesions are circumscribed with psoriasis and the inside is healing nicely, some of them do not want to give up. After seven days the scaling and also the tension in affected areas have improved – very much so. For the first time I do not regret the money spent on psoriasis products.”

Svatoslava Zavodna: “I confirm my very good experience with Soratinex (Dr Michaels) products. I invested several thousands of Czech crowns into these products and the improvement was very fast. I have also expressed my support that insurance companies should cover the cost of these products. The patients deserve it.”

Martina Kubinova: “I suffer from really bad psoriasis and this is one of the very few things that helped me, in fact, one of the two.”

Miloslava Sindrbalova: “They are really magical products – they work. I am absolutely thrilled with them. This is the first time something has actually helped me! I suffer from chronic psoriasis and conventional pharmaceuticals did not help, rather the opposite. This is the first time I believe in what is written on a website and I can only confirm that these products truly work.”

Karel Elis: “I highly recommend these products to be included in the common treatment methods for psoriasis, considering the previous costs of my long term unsuccessful treatments (various creams, shampoos, baths etc.), and the rapid improvement of my psoriasis after using Soratinex (Dr Michaels) products.”

Jaroslav Bunata: “Many greetings from your devoted patient! First I would like to thank you for your gift – the skin care oil, it arrived in my order. I have been suffering from psoriasis for 32 years. I never had any symptoms until I was 20 years old, I think I might have caused it myself by eating Herbalive (or however it is spelt!). It all started on my left shin, then knees, elbows and other places. The only short term help – the sea, the sun and avoiding stress. None of the available medicaments helped, not even being a vegetarian for two years together with alcohol abstinence. Only Belosalic treatment helped, but it contains corticosteroids. I learned about Soratinex (Dr Michaels) products on the internet while chatting with other psoriasis patients. I decided to give it a try and bought the whole set in a pharmacy in Rychnov nad Kneznou. I have been using them for 2 months now and my arms are completely healed and my legs look much better. My knees are almost healed as well and I have to tell you that I started to believe in complete healing. I am not going to use words such as miracle, incredible etc., which are overused in today's advertising messages, but I am going to thank you and would like to sincerely recommend these products to all psoriasis sufferers.”

Marta Kalusova: “I have had great results with Soratinex (Dr Michaels) products. After using two sets (2 x Cream 250g), Gel and Oil my health state improved by 95%. This treatment is more effective than the treatment with corticosteroids. So far I have never had anything better than this.”

Jiri Bastl: "I have to admit that I did not expect such an enormous result from your products. After 20 years finally the first medicine that really works and my psoriasis is going away."

Jiri Hasler: "Based on the experience of three psoriatic members of our family this is the most effective product."

Jiri Sedlak: "After 30 years of experimenting with different treatments for my psoriasis I found your products and up till now (four years later) I have no symptoms. Anywhere I go and see people with the same problem I always recommend your products, but most importantly I can always show them how they have helped me. I wish health insurance companies would help to cover their cost. Soratinex (Dr Michaels) products are a miracle and everybody suffering from psoriasis should try them. I highly recommend that to everybody!"

Lenka Cmuntova: "I have been using Soratinex (Dr Michaels) products for almost three years and for me it is the only effective treatment. Medication prescribed for me by my doctor only made things worse. Finally, this is a product that really works! I have had psoriasis for 30 years and finally this product has helped me, it is a miracle. These products should be fully covered by insurance, it would help thousands of people."

Iva Kubickova: "I am the mother of a 19 year old son who suffers from persistent psoriasis. I do not want him to have to use only corticosteroids, therefore I would be thankful if insurance companies contributed to the cost of these natural products."

Marie Lienau: "I have been a long-term dermatology patient, I have psoriasis. I know and have tried all methods of treatment, all of them helped just partially. The Soratinex (Dr Michaels) set has fallen from the sky, after 3 months my skin was clear, permanently. With occasional individual small new spots I just use one set for a week and they will disappear. For the majority of patients this is a miracle."

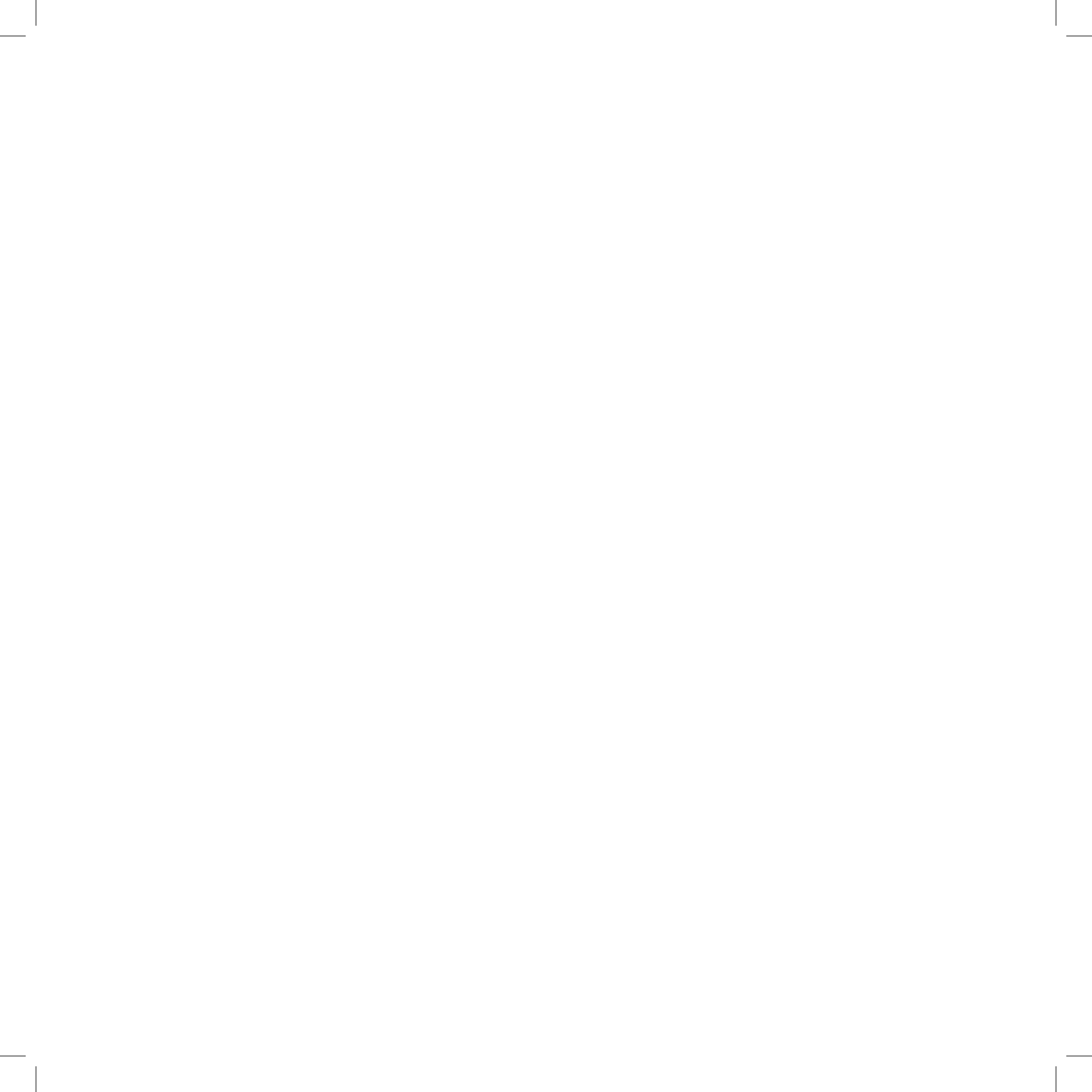
Norma Houdkova: "My daughter speaks very highly about this psoriasis treatment."

Vera Mala: "Soratinex (Dr Michaels) products are very effective for my form of psoriasis (psoriasis vulgaris) and during the treatment I did not notice any negative side effects."

Otakar Divis: "I have tried all three products by Soratinex (Dr Michaels) twice and I am 100% satisfied with them. They helped very quickly and my psoriasis vanished. I recommend that these products are covered by health insurance companies. I don't think that patients should be 'treated' with medicine that does not help at all."

Marie Srbova: "Soratinex (Dr Michaels) - the biggest bomb in the 30 years that I have had psoriasis."

Alena Omarova: "I am a long-term psoriatic patient. Until now I have not come across any better products for treatment than these by Soratinex (Dr Michaels). I suffer from a severe form of this disease and these products are really very effective."





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