

THE RESULTS OF ATTESTATION STUDY OF EFFECTIVENESS

DR. MICHAELS PSORIASIS PRODUCTS

(undertaken during the years 2005-2008)

PRESS CONFERENCE

September 23, 2008, starts at 2 pm.

in Charvát hall

at the premises of the III. Internal Clinic of the General Faculty Hospital in Prague,
U Nemocnice 2 (Karlovo square), Praha 2.



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PROGRAM OF THE PRESS CONFERENCE

2 pm – 2.05 pm	Opening, introductory speech Zdena Lacková
2.05 pm –2.20 pm	Prof. MUDr. Jana Hercogová, CSc. <i>Dermatology - Cypridology Clinic of the II. Medical Faculty of the Charles University and Na Bulovce Medical Faculty Hospital, Prague</i> The study results of Dr. Michaels products
2.20 pm –2.35 pm	Prof. MUDr. František Novotný, DrSc. <i>Prague Dermatology Center, Prague</i> Psoriasis – biologic vs. Dr. Michaels and vs. steroid treatments Dr. Michaels with adults and children
2.35 pm –2.45pm	Practical experience with Dr. Michaels products Patients
2.45pm –3 pm	Discussion
3 pm	Closing
3.05 pm	Individual interviews Refreshments

Effectiveness of Dr. Michaels products is 82%

The present treatment of psoriasis has been based on local application of medicals containing the active substance in form of corticosteroids. Although this is a relatively well working method, it shows a high percentage of negative side effects. Nowadays we have an effective alternative in form of mainly **natural products by the name of Dr. Michaels**. A combination of pure Cleansing Gel, Ointment and Skin Conditioner proves this method to be highly efficient.

One of the well recognized Czech dermatologists, **Prof. František Novotný** has tried in his practice Dr. Michaels products on 130 patients with chronic psoriasis. Two month treatments have proven highly effective results. He says: „104 patients were totally cured and another 18 patients have improved by 50 to 75%, four patients improved by 25%. Only in three cases there was no improvement and in one case we could notice a temporary downgrade, which was caused by an infection of the air passages“, describes his experience Prof. Novotný, who also recommends the use of Dr. Michaels products in daily dermatology practice. „Their biggest advantage is the fact that they do not contain corticosteroids“, notes Prof. Novotný from the Prague Dermatology Center.

So what are Dr. Michaels products made from? That is no secret to this. The Cleansing Gel contains a complex of fruit acids, coconut extract and tar*. The Ointment consists of a full range of plant extracts, for example the wheat sprouts oil, almonds, Australian tee plant, sandalwood, or sesame seeds. The Skin Conditioner contains sunflower oil, lavender, eucalyptus, or rosemary.

„Treatment with all three products is implemented twice a day. The Cleansing Gel is applied on wet body and scalp and then washed off after about five to fifteen minutes. After drying, apply the Ointment to affected spots. Finally you should message the Skin Conditioner to psoriasis spots“, describes the psoriasis treatment Prof. Novotný and also emphasizes that the effectiveness of Dr. Michaels products with chronic psoriasis can be up to unbelievable 90%. Psoriasis patients therefore have a working alternative to expensive biologic treatment.

**According to the new EU rules, products put into the category “cosmetics” can no longer contain tar therefore the Australian Medical Doctor Michael Tirant now produces gel which does not contain tar.*

Dermatologists have revolutionary news in their battle against psoriasis

Psoriasis is one of the most persistent and serious skin diseases of today. It is visible as inflamed areas of red, scaly skin. Psoriasis also has very negative influence on the psychical condition of the patients. Even the modern medicine cannot totally cure this unpleasant dermatology disease. However, the doctors can effectively help their patients now.

Up till now the Czech dermatologists were, with majority of the patients, just forced to eliminate the above mentioned skin symptoms, mainly with corticosteroids ointment. However, the psoriasis patients are concerned about the side effects of such medicine and therefore they seek alternative treatment.

For many years there was no comparable alternative, but recently this changed significantly. More and more doctors and patients are having great results with mainly **natural products by the name of Dr. Michaels**, which successfully replace the hormonal treatment containing corticosteroids.

Dr. Michaels products made from medicinal plants have great results, fully comparable with expensive biologic treatment (which, as some sources state, can cost as much as one million Czech crowns per patient for a two year treatment). However, unlike the biologic treatment it does not show any side effects. This was proven not only through various studies from abroad, but recently also by Czech studies, which took place at ten reputable medical workplaces, for instance at the Faculty Hospital Královské Vinohrady, Faculty Hospital Motol, Faculty Hospital Na Bulovce, Faculty Hospital in Plzeň and Faculty Hospital in Hradec Králové.

The results of foreign and Czech studies were so significant that even many doctors thought at first that Dr. Michaels products must contain corticosteroids. But they do not. In Austria they even commanded chemical analysis of these products which proved that they really are mainly natural, produced without the use of corticosteroids.

For many patients this opens a new chapter in their lives, which can be summarized into a simple saying:

“Forget what was before. Just live for what is to come! “

THE RESULTS OF ATTESTATION STUDY OF EFFECTIVENESS

DR. MICHAELS PSORIASIS PRODUCTS

(undertaken during the years 2005-2008)

Conducted by Prof. MUDr. Jana Hercogová, CSc.

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

The following specialists participated in this study:

Head Physician MUDr. Štěpánka Čapková
MUDr. Michaela Havlíčková

**Faculty Hospital Motol
Faculty Hospital Královské Vinohrady**

Prof. MUDr. Karel Pizinger

Faculty Hospital in Plzeň

Head Physician MUDr. Jaroslav Hoffmann

Central Military Hospital in Praha

Doc. MUDr. Karel Ettler, CSc.

Faculty Hospital in Hradec Králové

Head Physician MUDr. Hana Duchková, DrSc.	Dermatology Sanatorium in Ústí nad Labem
Head Physician MUDr. Hana Bučková, Ph.D.	Faculty Hospital in Brno
Head Physician MUDr. Hana Zelenková, Ph.D. (Slovakia)	DOST – Svidník, Slovensko
Prof. MUDr. František Novotný, DrSc.	Prague Dermatology Center
Prof. MUDr. Jana Hercogová, CSc.	Faculty Hospital Bulovka

** Prof. Novotný was monitoring patients during the years 2005–2008. The results from other dermatology workplaces come from tests conducted during the year 2008.*

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:

Healed	120	59, 11%
Improved by 75%	31	15, 2%
Improved by 50%	16	7, 88%
Improved by 25%	13	6, 4%
Not improved	15	7, 38%
Downgrade	7	3, 44%
Did not come for the last check - up	1	0, 49%

Average success ratio:

82, 3%

SUMMARY

1. The results are better with appropriate indication of chronic cases, whereas for acutely exacerbated, which means suddenly worsened cases Dr. Michaels products are not suitable.
2. Some dermatologists presume that Dr. Michaels products are only suitable for mild forms of psoriasis and that for severe forms the biologic medicine is indicated, which is in contrary to the up-to-date experience. 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 Dr. Michaels products is much longer in comparison with other medicine.
4. During the exacerbation after the application of Dr. Michaels products conditions of patients were on average at the range of only 25% in comparison to the original condition before the therapy.
5. Some doctors denounce Dr. Michaels products since it is an alternative therapy. It is not medicine approved in the Czech Republic, but it is cosmetics (for example in Hungary they fall into the category of "medical cosmetics").
6. After terminating the therapy the affected areas very often remain slightly light purple colored for a short period of time, in comparison with other methods.
7. The main high-performance effect is in the fruit acid extract, which works partially as peeling since it destroys the surface psoriatic cells and then it is also in anti-inflammatory effect of herbal extracts.
8. When applying Dr. Michaels products it is highly recommended to avoid emotional strain, stress and to protect yourself against cold. This can improve the healing results.

COMPARATIVE SUMMARY

OF DR. MICHAELS PRODUCTS WITH BIOLOGICAL CORTICOSTEROID TREATMENT

DR. MICHAELS

Treatment effectiveness	82, 3%
Cost per 1 patient per treatment per year	4–6.000 CZK (2–3 sets)
Treatment period	5–8 weeks
Recurrence	smaller area 25–30% - on average in 1 year
Negative side effects	- temporary, lasting only for a few days: burning, itching, inflammatory reaction with 10% of the patients, but improvement in following days
Advantages	<ul style="list-style-type: none">- no corticoids- local application- home treatment- great results with children, according to MUDr. Čapková- no age limits- very safe remedy in comparison with other methods- suitable also for patients at serious stages of psoriasis
Disadvantages	<ul style="list-style-type: none">- application necessary 2x a day- not covered by insurance, therefore relatively expensive for patients- declared as cosmetics, however working as medicine- not suitable for patients with acute exacerbation

BIOLOGICAL TREATMENT

Source:

*The magazine Czech and Slovak Dermatology, Časopis dermatovenerologických společností, č. 4, červenec 2006, ročník 81. Autoři Benáková N., Štork J. et al.: *LÉČBA PSORIÁZY BIOLOGIKY*

** 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

Treatment effectiveness	**45, 4%
(% significant improvement of condition of patients = achieved PASI 75)	
Cost per 1 patient per treatment per year	approx. 400.000 CZK
Treatment period	medicine intended for continuous therapy
Recurrence	medicine is usually used continually, therefore it is impossible to indicate at what time after termination of the treatment we could expect recurrence (in case the patient terminates the treatment fully or almost fully, the recurrence comes on average in 3 months)
Negative side effects * - disorder	*possible infections (respiratory) and immunity disorder - *headaches, muscle pains - *higher temperature, fever, nausea - * tumors , lymphatic proliferation - *higher hepatic values - *thrombosis cytophany - influenza signs after syringe application - activating of auto-immune disease - allergic reaction after the application of medicine
Advantages	- application 1–2x a week - syringe, under-the-skin application by patient at home after the education by a specialized nurse - fully covered by insurance (for selected and limited amount of patients)
Disadvantages*	- 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)

- 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/AIDS positive)

- requires full cooperation of the patient

- necessity of continuous therapy, which is very expensive

- necessity of laboratory monitoring of the patient

OTHER LOCAL TREATMENT

(CORTICOSTEROIDS*, VITAMIN “D” DERIVATES****, COMBINATIONS)**

*** the most frequently used are corticosteroids, which belong to the group of highly effective, for example betamethasone dipropionate, mometasone furoate

**** calcipotriol, tacalcitol

***** 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

Treatment effectiveness 50% *****

(% significant improvement of condition of patients = achieved PASI 75)

Cost per 1 patient per treatment depends on the level and time of treatment, 100–2000 CZK

Treatment period **until the extinction of symptoms** (should be very short)

Recurrence frequent, rebound phenomenon = phenomenon of recurrence

Negative side effects 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

- for acute stages – external treatment
- treatment without the need for hospitalization
- therapy partially covered by insurance

Disadvantages

are described in Recurrence and Negative side effects

- application only to a limited skin area

recurrence

- does not influence the burden and the start of

REPORT ON TESTS OF DR. MICHAELS PRODUCTS USED LOCALLY IN CASES OF PSORIASIS