



## PRESS RELEASE

14 September 2009

### **A new and different cryotherapy wart and verruca treatment is preferred by nine out of 10 mums**

ActiFreeze, a new wart and verruca treatment, is answering many of the criticisms of existing treatments with a new application and dosing system.

Warts are the third most common medical skin complaint and affect many school age children. Prevalence ranges from 12 per cent in four to six year olds up to 24 percent in 16 to 18 year olds.<sup>1</sup>

Cryotherapy has long been recognised as the most effective way to treat verrucas and warts, but existing 'over-the-counter' treatments have not been ideal. In contrast, ActiFreeze offers a fast and precise, but safe and gentle new treatment for warts and veruccas.

Unlike existing cryotherapy treatments, ActiFreeze comes ready to use. The entire treatment takes just 10 seconds. In contrast to foam applicator products, ActiFreeze's specially deigned cap completely encloses the wart or verruca, effectively freezing it to the core and isolating it from surrounding tissue.

ActiFreeze is also released in a safe measured dose, so there is no need to worry about over applying or damaging healthy skin. This new, no-touch method of application allows treatment without the risk of spreading infection.

Importantly, unnecessary discomfort is avoided with ActiFreeze as its patented design minimises the initial cold shock experienced with foam applicators. This



---

<sup>1</sup> Br J Dermatol 1998 May;138(5):840-5



means ActiFreeze is particularly suitable for children.

In an independent survey of over 400 mums, 91% preferred ActiFreeze when it was demonstrated alongside an existing cryotherapy treatment.<sup>2</sup>

ActiFreeze is available from Superdrug and costs £11.95. For further information, visit [www.actifreeze.com](http://www.actifreeze.com)

E N D S

### Notes to editors

ActiFreeze instructions:



1 Place ActiFreeze over wart or verruca.



2 Press down 3 times, leave for 10 seconds.<sup>†</sup>



3 Remove ActiFreeze and you're done!

Passion For Life Healthcare (PFLH) manufactures and distributes innovative healthcare products worldwide. PFLH brands include Audiclean, Bio-Fem, PediTech, Acti-Freeze and Snoreeze.

More information about Passion for Life Healthcare is available at [www.passionforlife.com](http://www.passionforlife.com)

### Media contacts

For more information, images or samples please contact Louise Raisbeck ([louise@raisbeckpr.co.uk](mailto:louise@raisbeckpr.co.uk)) on 07966 688063.

---

<sup>2</sup> In face-to-face interviews 404 mothers have been asked to express (in writing) their preference for ActiFreeze or the Wartner product in terms of user-friendliness. Survey conducted by Utermohlen- Netherlands in accordance to the standards of Naresh Malhotra (Georgia Institute of Technology)