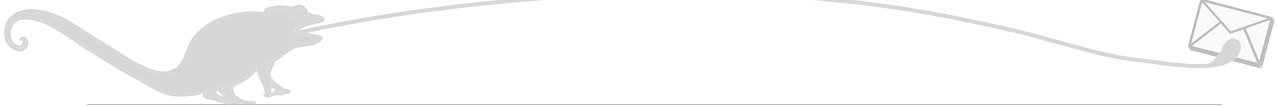




## Product Update

Extending the reach of your mailing



### Case study:

Company: Genus Pharmaceuticals

Brand: Cetraben

In August 2008 a Cetraben direct mailing was turned into an eGuidelines.co.uk Product Update

Two promotional emails were sent to targeted members of the eGuidelines.co.uk opt-in audience to drive traffic to the Cetraben Product Update

Between 10 September 2008 and 11 December 2008 the Cetraben Product Update received:

- 6,280 promotional emails viewed
- 845 visitors
- 5,833 page views
- average time spent on the product update: 2 minutes 21 seconds
- 489 promotional gift requests (water clock).



With the cost of a Product Update set at £15,000:

Cost per promotional email sent:  $£15,000/38,696 = £0.39$

Cost per promotional email viewed:  $£15,000/6,280 = £2.39$

Cost per Product Update interaction:  $£15,000/845 = £17.75$

**Pumped full of benefits**  
Uncover the secrets of the innovative new Cetrabump  
white soft paraffin, light liquid paraffin

**It's time to change!**  
As an emollient prescriber you will already know that your patients' skin is healthy skin, but did you realise it could be even healthier?

**A FIRST choice treatment for eczema and dry skin**  
**FIRST on value**  
• Lowest priced branded emollient on the market  
• Save up to 15% compared to other leading brands

**CETRABEN**  
• Effective emollient cream  
• Suitable for all skin conditions  
• Non-greasy  
• Light formula  
• Aids comfort  
• Natural  
• No added  
• Locks in and  
• Transfers  
• moisture

**Cetrabump is the most efficient emollient pump dispenser currently available!**  
• At least 98% of the contents can be pumped from each 500 g Cetrabump  
• The amount of cream wasted can be reduced by up to 28% when compared to other pump dispensers

**Residual volumes are potentially wasted!**  
Roll your mouse over each pump to find out how much cream could be wasted

Dispenser	Residual Volume (%)
Cetraben	2%
Diprobase	~70%
Oilatum	~70%
E45	~70%
Doublebase	~70%

\*Diprobase now uses similar packaging technology to Cetraben (April 2008)  
†Chapin S. Emollients: effective use and pump dispenser waste. Prescriber 2007; 18 (Issue 19): 61-65.

eGuidelines.co.uk



## Product Update

Extending the reach of your mailing

eGuidelines.co.uk



Pumped full of benefits



### Cetraben® — a new online resource

Atopic eczema is a common condition that affects as many as one in five children. It normally begins during a child's first year of life, but rarely before the age of 2 months.<sup>1</sup> Atopic eczema affects both sexes equally,<sup>2</sup> and although it can carry on into adolescent and adult life, most children do grow out of it by the time they are teenagers.<sup>1</sup>

The main symptom of atopic eczema is the itch, which can often be bad enough to interfere with sleep.<sup>2</sup> The skin can become red and dry, and the most common areas affected are:<sup>1</sup>

- face, cheeks, scalp, forearms, front of legs in younger children
- flexures (especially wrists, elbows, knees, ankles) in older children.

Cetraben® emollient cream is the lowest priced branded emollient on the market and is suitable for all dry skin conditions. It comes in a new pump that reduces wastage of cream by 20%, with at least 98% of cream being successfully pumped out of each Cetrapump.



#### Find out the benefits of Cetraben in this [online resource](#) for healthcare professionals that will:

- provide you with the opportunity to view the latest information about Cetraben emollient cream, its prescribing information, and the new Cetrapump
- allow you to claim your free water-powered clock.

[Click here to enter the resource](#)

#### References

1. [www.bbc.co.uk/health/conditions/eczema2.shtml](http://www.bbc.co.uk/health/conditions/eczema2.shtml)
2. [www.bad.org.uk/public/leaflets/atopiceczema.asp](http://www.bad.org.uk/public/leaflets/atopiceczema.asp)

This email has been sponsored by Genus Pharmaceuticals Ltd  
Date of preparation October 2008

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