

Press Release

3 June, 2020

Thornton & Ross donates over 100,000 free skincare samples to the NHS frontline

- Free emollients donated to NHS workers to minimise discomfort during Covid-19
 - 104,779 samples of Cetraben® and Zeroderma® donated in ten weeks
 - 7,142 sample requests received - and continuing to rise

Thornton & Ross (T&R), part of the STADA Group, has donated over 100,000 free samples to healthcare professionals throughout the UK from two of its leading skincare ranges - Cetraben® and Zeroderma®.

To support NHS frontline heroes as they work around the clock to care for patients, the Yorkshire based pharmaceutical manufacturer will continue to donate the emollients, which minimise the discomfort of irritated skin caused by prolonged use of facemasks, frequent hand washing and increased hand sanitising.

Emma Kovaleski, Fundraising Manager of the Calderdale and Huddersfield NHS Charity, who has been creating wellness packages to distribute to employees working in all roles, comments: *"The skincare samples have not only put a smile on the faces of my colleagues as they continue to face huge pressures as a result of the coronavirus pandemic, but have helped to soothe some very sore, cracked hands. We're all hugely grateful to the Thornton & Ross team for helping to keep us comfortable at this challenging time."*

Cetraben® is the first eczema-prone skincare range to be approved by the British Skin Foundation, whilst Zeroderma® is one of the most widely available skincare ranges available on prescription in the UK offering cost-effective treatments for a wide variety of skin types and conditions.

Janet Maclean, Director of Marketing for the prescription division at T&R, comments: *"I'm delighted that so many people have responded to our offer of free samples of Cetraben and Zeroderma. With over 7,000 requests and almost as many thank you notes, it's clear that the emollients are helping to alleviate skin problems faced by NHS workers, which was our number one aim. As the battle against coronavirus continues and the skincare creams are needed, we'll keep offering them free of charge to the NHS frontline."*

As the UK's leading prescription emollient company, T&R is continuing to process Cetraben® and Zeroderma® sample requests from NHS directors of nursing, critical care wards, care homes and nursing groups, offering the products via an email request system.

Roger Scarlett Smith, T&R's Executive Vice President comments: *"I couldn't be prouder of my colleagues at Thornton & Ross, for their enthusiasm in driving forward this initiative to support healthcare professionals up and down the country. From order processing all the way through to delivery, it's been a huge team"*



effort and it is fantastic to see over 100,000 samples of the emollients have now made it to the hands and faces of our NHS frontline heroes.”

The manufacturer has also provided 14,000 bottles of its leading disinfectant, Zoflora® to help staff at local hospitals eliminate bacteria and viruses on door handles and cars before driving home at the end of each shift.

For further information, visit thorntonross.com.