

Press release

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Protecting others. Protecting hands: Thornton & Ross launches free educational handwashing resources for Kirklees district

- Regular hand washing and the use of alcohol-based hand rubs is leading to reports¹ of an increase in people suffering from hand eczema².
- New handwashing routine recommends incorporating emollients into your skincare regime as an effective way to soothe and relieve dry skin.
- The new guide and educational resources will be advertised across the district in public spaces.

Huddersfield, October 2020:

Huddersfield based Thornton & Ross, part of the STADA Group, has launched a range of new extensive handwashing assets to coincide with Global Handwashing Day 2020 on October 15, to support adults and children in the Kirklees district who suffer from eczema or sensitive skin.

The new downloadable educational resources include a hand-washing guide that has been developed in association with the National Eczema Society for parents, teachers, and health professionals to understand the importance of emollients and different product ranges available on the market.

The current government guidelines advise a person to wash their hands for at least 20 seconds with soap and water or hand sanitiser several times a day. However, with more frequent hand washing and use of hand sanitisers, people are experiencing symptoms of dry and sensitive skin conditions, such as eczema.

To help alleviate these symptoms, Thornton & Ross's new extensive handwashing guide advises the people of Kirklees to use an emollient cream on the skin after washing. Product ranges such as Cetraben[®] or Zeroderma[®], which are approved by the British Skin Foundation can help repair and protect the skin.

Emollients help the skin to retain moisture in the outer layers and replace lost oils, whilst protecting damaged or inflamed areas. If Kirklees residents need an emollient prescription to help protect their skin, then they should speak to their GP.

With the support of local stakeholders; Huddersfield University and Huddersfield Town A.F.C, Thornton & Ross will be making the new extensive handwashing guide and educational resources on emollient product ranges available to all schools, leisure centres, libraries, and public places in the Kirklees district.



Janet Maclean, director of marketing for T&R's prescription division at T&R, commented: "When we were made aware that people in the local community were suffering from skin problems as a result of increased handwashing and use of sanitisers, we wanted to help.

"Both Cetraben® and Zeroderma® are approved by the British Skin Foundation and are ideal for relieving irritation caused by these factors. As the UK's leading prescription emollient company, we wanted to support our local community to ensure that our district is not only protecting others when washing their hands but also protecting themselves by taking care of sensitive skin."

Dr Aneesha Ahmad, aesthetic and skin specialist at Huddersfield-based Skyn Doctor, added: "The new extensive handwashing guide from Thornton & Ross is beneficial as we are seeing an increase in people reporting symptoms of hand eczema and other dermatological issues.

"By releasing the new extensive handwashing guide and the detailed resources for schools and parents, Thornton & Ross is encouraging the people of Kirklees to protect others by washing hands regularly but also protecting your own hands in the process."

For more information on the new handwashing guide and emollients available from Thornton & Ross, please visit: <https://www.thorntonross.com/protecting-hands>

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Issued on behalf of Thornton & Ross by Faith PR. For more information, please email thorntonandross@faith-pr.co.uk or call 01484 599886.

1. British Society for Cutaneous Allergy & British Association of Dermatologists COVID-19 – Occupational skin disease - <https://www.bad.org.uk/shared/get-file.ashx?itemtype=document&id=6675>
2. British Association of Dermatologists, Hand Dermatitis / Hand Eczema patient information leaflet produced September 2012, updated January 2016, August 2019 review date August 2022 - <https://www.britishskinfoundation.org.uk/news/over-half-of-british-children-are-suffering-with-skin-problems-due-to-frequent-handwashing-and-eczema-rates-are-on-the-rise>

About Thornton & Ross Ltd

Part of the STADA group, Thornton & Ross employs more than 500 people at its headquarters in Huddersfield, West Yorkshire. With a strong track record of supplying the NHS with emollients and bone health products, the company offers a wide and diverse portfolio of generic pharmaceuticals and over the counter healthcare solutions including Covonia®, Savlon® and Zoflora®. For more information go to www.thorntonross.co.uk

About STADA Arzneimittel AG

STADA Arzneimittel AG is headquartered in Bad Vilbel, Germany. The company focuses on a two-pillar strategy consisting of generics, including specialty pharmaceuticals and non-prescription



consumer health products. Worldwide, STADA Arzneimittel AG sells its products in approximately 120 countries. In financial year 2019, STADA achieved adjusted Group sales of EUR 2,608.6 million and adjusted earnings before interest, taxes, depreciation and amortization (EBITDA) of EUR 625.5 million. As of December 31, 2019, STADA employed 11,100 people worldwide. www.stada.com/investor-relations