



# EczemEase<sup>®</sup>

Psoriasis Care

**NO STEROIDS**

**FREE FROM HEAVY METALS**

**NABL ACCREDITED LAB TESTED**

# NATURAL

“One primary reason for psoriasis is a dysfunctional immune system, where the immune system mistakenly attacks healthy skin cells. This triggers an overproduction of skin cells, leading to the characteristic red, scaly patches”  
— WHO Global Report on Psoriasis (2016)

Specifically, T cells, a type of white blood cell, become overactive and release inflammatory signals, causing skin cells to grow and accumulate rapidly. While the exact cause of this immune dysfunction isn't fully understood, it is believed to be influenced by a combination of.....

“**Genetics:** Family history of psoriasis increases the risk.  
**Environmental Triggers:** Infections, stress, certain medications, or skin injuries can provoke or exacerbate the condition.”

## TAKE CONTROL OF YOUR PSORIASIS

JOURNEY WITH EczemEase®





# EczemEase<sup>®</sup>

Psoriasis Care

## Introducing EczemEase<sup>®</sup> A Revolutionary Solution for Psoriasis Management

EczemEase is a breakthrough topical solution designed specifically for managing psoriasis without the use of steroids. Its natural ingredients work to soothe and protect the skin, offering long-term relief from symptoms.

By incorporating EczemEase into your daily routine for a consistent 3-month course, you can effectively achieve relief. Committing to this regimen can lead to lasting improvements in your skin's condition, providing enhanced comfort and renewed confidence.

our Ayurvedic Product, crafted with the goodness of Ayurveda and backed by AYUSH License No. L-326/Ayur

*Relief in itching, burning & flakes  
in 3 days*



# EczemEase® Benefits

EczemEase is Specifically formulated to manage symptoms like:-



Itching, burning, or soreness



Dry, cracked skin that bleed



Red, inflamed skin patches



Silvery scales flareups



Swollen or stiff joints (in a type known as psoriatic arthritis)



**Free From Steroids<sup>1</sup>**  
Does not contain corticosteroids,  
safe for long-term use.



**Heavy Metal Free<sup>4</sup>**  
Free from heavy metals such as  
lead, mercury, cadmium, and arsenic,  
ensuring safety and health compliance.



**Free From Allergens<sup>2</sup>**  
No rashes or irritation



**PH Value<sup>3</sup>**  
Balanced pH makes skin friendly suitable  
for all skin types, reducing irritation, dryness,  
and Inflammation. Formaldehyde (mg/kg)  
– Does not cause dizziness, irritation, or  
discomfort.





## TEST REPORT

**Issued to: Immunity Bloom Health Division of Saveer Nano Matrix**  
 Ground Floor, TDS Building Osmania University Amber-pet,  
 Hyderabad Telangana-500007

J.O. No.: SDC20241108-001-001  
 ULR Code: TC5503 24 1 10002926 F  
 Report Date: 13/11/2024  
 Sample Receipt Date: 08/11/2024  
 Account Manager: BD Team 32  
 Credit Manager: Gulab Singh

### Customer Provided Information:

Nature /Name of the Sample

: PSOCURA

### Laboratory Provided Information:

Sample Quantity & Packaging

: 1 x 137g, pet Jar

Date of Performance of Test

: 08<sup>th</sup> – 13<sup>th</sup> Nov, 2024

Method of Sampling

: The Sample is provided by Immunity Bloom Health Division of Saveer Nano Matrix through Courier

### Analysis Report



| S. No. | Parameters                 | Test Results  | Specification As per IS 6608 | Protocol        |
|--------|----------------------------|---------------|------------------------------|-----------------|
| 1      | pH value                   | 5.83          | 4 - 9                        | IS 6608         |
| 2      | Total Fatty Matter,% by wt | 15.84         | NLT 5                        | IS 6608         |
| 3      | Total residue ,% by wt     | 25.37         | NLT 10                       | IS 6608         |
| 4      | Thermal stability          | pass          | Shall pass the               | IS 6608         |
| 5      | Sulfate free               | free          | Not specified                | FL/SOP/SD&C-002 |
| 6      | Formaldehyde, mg/kg        | BLQ, [LOQ-10] | Not Specified                | FL/SOP/02-103   |

**BLQ=** Below Limit of Quantification; **LOQ=**Limit of Quantification; **NLT=**Not Less Than

*KorbiK*  
 Reviewed By

Page 1 of 6

*Dr. Sammaiah*  
 Authorised Signatory  
 Dr. Sammaiah, Scientist-C

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|----------------------------------------|-------------------------|--------------|--------------|
| <b>Preservatives Parameters: mg/kg</b> |                         |              |              |
| 1                                      | Methyl hydroxy benzoate | ND,[DL-1]    | FL/SOP/01-29 |
| 2                                      | Ethyl hydroxy benzoate  | ND,[DL-1]    | FL/SOP/01-29 |
| 3                                      | Propyl hydroxy benzoate | ND,[DL-1]    | FL/SOP/01-29 |
| 4                                      | Butyl hydroxy benzoate  | ND,[DL-1]    | FL/SOP/01-29 |

**ND=** Not Detected; **DL=** Detection Limit

*Mouik*  
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Page 2 of 6

*Dr. Sammaiah*  
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 Dr. Sammaiah, Scientist-C

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### Analysis Report

| S. No.               | Parameters     | Test Results    | Protocol     |
|----------------------|----------------|-----------------|--------------|
| <b>Heavy Metals:</b> |                |                 |              |
| 1                    | Lead, mg/kg    | BLQ, [LOQ-0.05] | FL/SOP/12-24 |
| 2                    | Arsenic, mg/kg | BLQ, [LOQ-0.05] | FL/SOP/12-24 |
| 3                    | Mercury, mg/kg | BLQ, [LOQ-0.03] | FL/SOP/12-24 |

BLQ= Below Limit of Quantification; LOQ=Limit of Quantification

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Authorised Signatory  
Mr. Mithlesh Kumar, Scientist-B



TC-5503

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| S. No.                        | Parameters                                       | Test Results   | Protocol      |
|-------------------------------|--------------------------------------------------|----------------|---------------|
| <b>Allergens Parameters :</b> |                                                  |                |               |
| 1                             | Alpha-Isomethyl ionone, %                        | ND, [DL-0.001] | FL/SOP/02-127 |
| 2                             | Amyl cinnamal, %                                 | ND, [DL-0.001] | FL/SOP/02-127 |
| 3                             | Amylcinnamyl alcohol, %                          | ND, [DL-0.001] | FL/SOP/02-127 |
| 4                             | Anise alcohol, %                                 | ND, [DL-0.001] | FL/SOP/02-127 |
| 5                             | Benzyl alcohol, %                                | ND, [DL-0.001] | FL/SOP/02-127 |
| 6                             | Benzyl benzoate, %                               | ND, [DL-0.001] | FL/SOP/02-127 |
| 7                             | Benzyl cinnamate, %                              | ND, [DL-0.001] | FL/SOP/02-127 |
| 8                             | Benzyl salicylate, %                             | ND, [DL-0.001] | FL/SOP/02-127 |
| 9                             | Butylphenyl methylpropional, %                   | ND, [DL-0.001] | FL/SOP/02-127 |
| 10                            | Cinnamal, %                                      | ND, [DL-0.001] | FL/SOP/02-127 |
| 11                            | Cinnamyl alcohol, %                              | ND, [DL-0.001] | FL/SOP/02-127 |
| 12                            | Citral, %                                        | ND, [DL-0.001] | FL/SOP/02-127 |
| 13                            | Citronellol, %                                   | ND, [DL-0.001] | FL/SOP/02-127 |
| 14                            | Coumarin, %                                      | ND, [DL-0.001] | FL/SOP/02-127 |
| 15                            | Eugenol, %                                       | ND, [DL-0.001] | FL/SOP/02-127 |
| 16                            | Farnesol, %                                      | ND, [DL-0.001] | FL/SOP/02-127 |
| 17                            | Geraniol, %                                      | ND, [DL-0.001] | FL/SOP/02-127 |
| 18                            | Hexyl cinnamal, %                                | ND, [DL-0.001] | FL/SOP/02-127 |
| 19                            | Hydroxyisohexyl 3- cyclohexene carboxaldehyde, % | ND, [DL-0.001] | FL/SOP/02-127 |

ND= Not Detected; DL= Detection Limit

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Authorised Signatory  
D Mathur, Director



TC-5503

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| S. No.                        | Parameters                         | Test Results   | Protocol      |
|-------------------------------|------------------------------------|----------------|---------------|
| <b>Allergens Parameters :</b> |                                    |                |               |
| 20                            | Isoeugenol, %                      | ND, [DL-0.001] | FL/SOP/02-127 |
| 21                            | Limonene, %                        | ND, [DL-0.001] | FL/SOP/02-127 |
| 22                            | Linalool, %                        | ND, [DL-0.001] | FL/SOP/02-127 |
| 23                            | Methyl 2-octynoate, %              | ND, [DL-0.001] | FL/SOP/02-127 |
| 24                            | Evernia prunastri (Oak moss) , %   | ND, [DL-0.001] | FL/SOP/02-127 |
| 25                            | Evernia furfuracea (Tree Moss) , % | ND, [DL-0.001] | FL/SOP/02-127 |

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TC-5503

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### Analysis Report

| S. No.                           | Parameter                       | Test Result | Specification as per IS-14648 | Protocol |
|----------------------------------|---------------------------------|-------------|-------------------------------|----------|
| <b>Microbiological Analysis:</b> |                                 |             |                               |          |
| 1                                | Total Microbial Count, cfu/g    | <10         | 1000 Max                      | IS-14648 |
| 2                                | <b>Gram negative pathogens:</b> |             |                               |          |
| 2a                               | E.coli, per g                   | Absent      | Absent                        | IS-14648 |
| 2b                               | Pseudomonas aeruginosa, per g   | Absent      | Absent                        | IS-14648 |

**Inference:** The tested Sample **conforms** to IS-14648/ IS 6608 w.r.t. above tests.



TC-5503

*Amrith*  
 Reviewed By

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*[Signature]*  
 Authorised Signatory  
 D. Mathur, Director

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*[Signature]*  
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*Meenakshi Bakshi*  
 Authorised Signatory  
 Ms Meenakshi Bakshi, Scientist-B

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## Analysis Report

| S. No.                            | Parameters          | Test Results     | Protocol     |
|-----------------------------------|---------------------|------------------|--------------|
| <b>Steroids Parameters: mg/kg</b> |                     |                  |              |
| 1                                 | Betamethasone       | BLQ,[LOQ-0.0005] | FL/SOP/04-13 |
| 2                                 | Dexamethasone       | BLQ,[LOQ-0.0005] | FL/SOP/04-13 |
| 3                                 | Hydrocortisone      | BLQ,[LOQ-0.02]   | FL/SOP/04-13 |
| 4                                 | 19-nortestosterone  | BLQ,[LOQ-0.0005] | FL/SOP/04-13 |
| 5                                 | 17 beta- estradiol  | BLQ,[LOQ-0.0005] | FL/SOP/04-13 |
| 6                                 | Diethyl stilbestrol | BLQ,[LOQ-0.0005] | FL/SOP/04-13 |
| 7                                 | Estradiol           | BLQ,[LOQ-0.0005] | FL/SOP/04-13 |
| 8                                 | Progesterone        | BLQ,[LOQ-0.0005] | FL/SOP/04-13 |
| 9                                 | Testosterone        | BLQ,[LOQ-0.0005] | FL/SOP/04-13 |
| 10                                | Trenbolone acetate  | BLQ,[LOQ-0.0005] | FL/SOP/04-13 |

BLQ= Below Limit of Quantification; LOQ= Limit of Quantification

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|--------|-------------------------|----------------|------------------------------|---------------|
| 1      | Propylene glycol, mg/kg | BLQ, [LOQ-0.5] | Not Specified                | FL/SOP/02-101 |

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 D Mathur, Director

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## Patient - 1

### UPPER LIMB AND THROAT REGION

Actual pictures of patient treated  
with EczemEase®

**DAY 1<sup>st</sup>**



**DAY 10<sup>th</sup>**



**DAY 29<sup>th</sup>**



**DAY 37<sup>th</sup>**



**DAY 104<sup>th</sup>**





## Patient - 1

### LOWER LIMB

Actual pictures of patients treated  
with EczemEase®

**DAY 1<sup>st</sup>**



**DAY 20<sup>th</sup>**



**DAY 28<sup>th</sup>**



**DAY 95<sup>th</sup>**



**DAY 1<sup>st</sup>**



**DAY 10<sup>th</sup>**



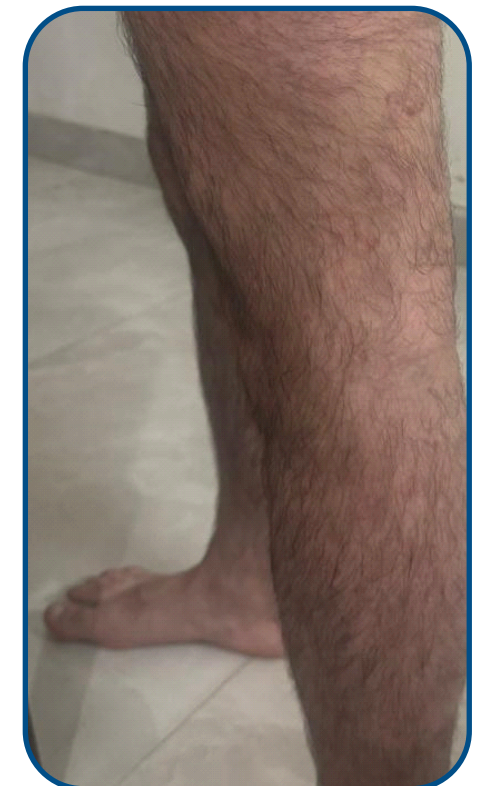
**DAY 29<sup>th</sup>**



**DAY 37<sup>th</sup>**



**DAY 104<sup>th</sup>**





## Patient - 2

### FOOT SOLE AND PALMS

Actual pictures of patients treated  
with EczemEase®

**DAY 1<sup>st</sup>**



**DAY 05<sup>th</sup>**



**DAY 64<sup>h</sup>**



**DAY 81<sup>th</sup>**





## Patient - 3

### ELBOW - FOREARM

Actual pictures of patients treated  
with EczemEase®

**DAY 1<sup>st</sup>**



**DAY 2<sup>nd</sup>**



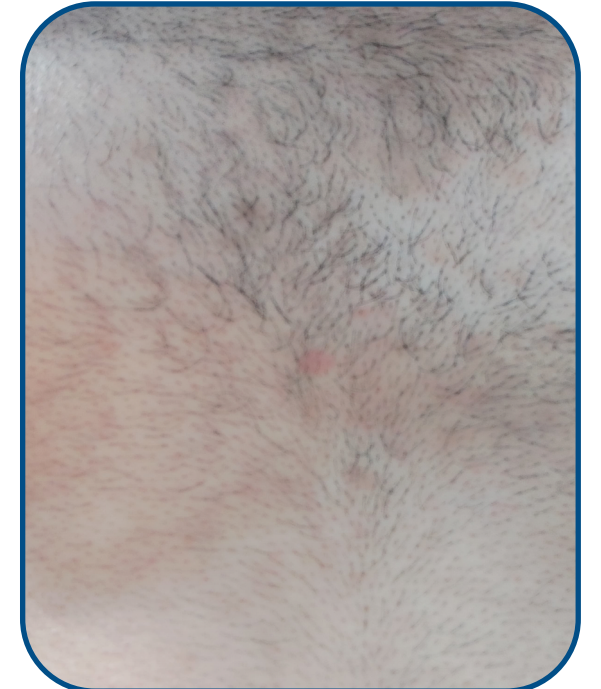
**DAY 7<sup>th</sup>**



**DAY 22<sup>nd</sup>**



**DAY 26<sup>th</sup>**



**DAY 1<sup>st</sup>**



**DAY 7<sup>th</sup>**



**DAY 13<sup>th</sup>**



**DAY 28<sup>th</sup>**



**DAY 34<sup>th</sup>**





# MAIN INGREDIENTS\*

| EczemEase® Oil                                                                                                                                                                                                                                   | EczemEase® Cream                                                                                                                                                                                                                              |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Cocos Nucifera Oil (Coconut)</b> <ul style="list-style-type: none"><li>• Alleviates dryness and itching associated with psoriasis</li><li>• Prevents secondary infections in damaged skin areas due to its antimicrobial properties</li></ul> | <b>Prunus Amygdalus Dalcis (Sweet Almond) Oil</b> <ul style="list-style-type: none"><li>• Maintains healthy skin</li><li>• Provides excellent hydration</li><li>• Soothes itching and irritation</li></ul>                                    |
| <b>Olea Europea L. (Extra-virgin Olive Oil)</b> <ul style="list-style-type: none"><li>• Softens and soothes the skin.</li><li>• Protects skin from environmental damage which can exacerbate psoriasis symptoms.</li></ul>                       | <b>Carbon Activated</b> <ul style="list-style-type: none"><li>• Retains moisture in the skin.</li><li>• Improves absorption of other ingredients in the skin.</li></ul>                                                                       |
| <b>Prunus Amygdalus Dalcis (Sweet Almond) Oil</b> <ul style="list-style-type: none"><li>• Maintains healthy skin</li><li>• Provides excellent hydration</li><li>• Soothes itching and irritation</li></ul>                                       | <b>Extract Zingiber officinale (Zingiberaceae Extract)</b> <ul style="list-style-type: none"><li>• Combats oxidative stress and inflammation.</li><li>• Soothes irritated areas and improves skin's overall texture and appearance.</li></ul> |
| <b>Prunus Armeniaca Oil (Apricot Seed)</b> <ul style="list-style-type: none"><li>• Nourishes and rejuvenates the skin</li><li>• Soothes irritated areas and improves skin's overall texture and appearance</li></ul>                             | <b>Melaleuca alternifolia (Tea Tree Oil)</b> <ul style="list-style-type: none"><li>• Anti-inflammatory properties.</li><li>• Prevents secondary infections in damaged skin areas due to its antimicrobial properties.</li></ul>               |
| <b>Sesamum indicum (Sesame)</b> <ul style="list-style-type: none"><li>• Reduces redness and inflammation</li><li>• Maintains skin moisture</li></ul>                                                                                             | <b>Rosmarinus officinalis (Rosemary Oil)</b> <ul style="list-style-type: none"><li>• Improves circulation and reduces inflammation and irritation.</li><li>• Nourishes the skin.</li><li>• Improves overall skin texture.</li></ul>           |
| <b>Vitis Vinifera L (Grape Oil)</b> <ul style="list-style-type: none"><li>• Natural moisturizer for all skin types</li><li>• soothes irritated skin and reduces redness and inflammation.</li><li>• Promotes healing</li></ul>                   | <b>Hibiscus Oil</b> <ul style="list-style-type: none"><li>• Deeply hydrates the skin</li><li>• Promoting smooth and even texture</li><li>• Helps reduce dark spots and pigmentation</li></ul>                                                 |

An Ayurvedic product

## The burden of psoriasis

Psoriasis occurs worldwide. It affects men and women of all ages, regardless of ethnic origin, in all countries (1). Published data on the prevalence of psoriasis in countries vary between 0.09% (2) and 11.4% (3). In most developed countries, prevalence is between 1.5 and 5% (27). There is also evidence to suggest that the prevalence of psoriasis may be increasing (3). Many studies have demonstrated that psoriasis can impact substantially on QoL, even when a relatively limited body surface area (BSA) is affected (16,17,22,28–32).

Psoriasis can occur at any age. While some studies indicated the average age of onset for psoriasis was 33 years of age, and 75% of cases occurred before 46 years of age (93), others suggested that the onset of psoriasis was bimodal with two peaks of the disease – the first between 16 and 22 and the second between 57 and 60 years of age (100).

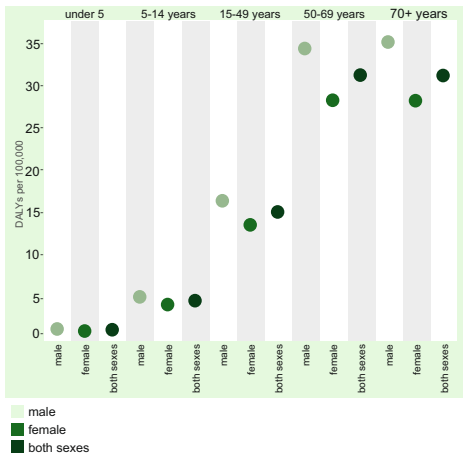
### Psoriasis also occurs in children.

However, there are few studies on the incidence or prevalence of psoriasis in children, and those that do exist reveal variations between almost absence of juvenile psoriasis in Taiwan, China (38,39) and 1.37% lifetime prevalence in 0–17-year-old children in Germany (52). The largest study on prevalence among children was carried out in Germany in 2007 (49). Data collected from a health insurance company database of about 1.3 million individuals showed the prevalence of psoriasis in children younger than 18 years of age was 0.40%, and increased roughly linearly over the life course. In 2008–2009, a study of 2194 children in Egypt (47) found that the prevalence of psoriasis among people 18 years of age and younger was 0.05%.

The DALYs for both sexes increased linearly with increasing age up to 60 years. The study showed the greatest burden of disease occurred in the 50–69 years of age group and that psoriasis caused slightly higher DALYs burden in adult males than in adult women up to 75 years of age.

- Global report on psoriasis

Figure 4. Distribution of DALYs for psoriasis per 100 000, by gender and age group



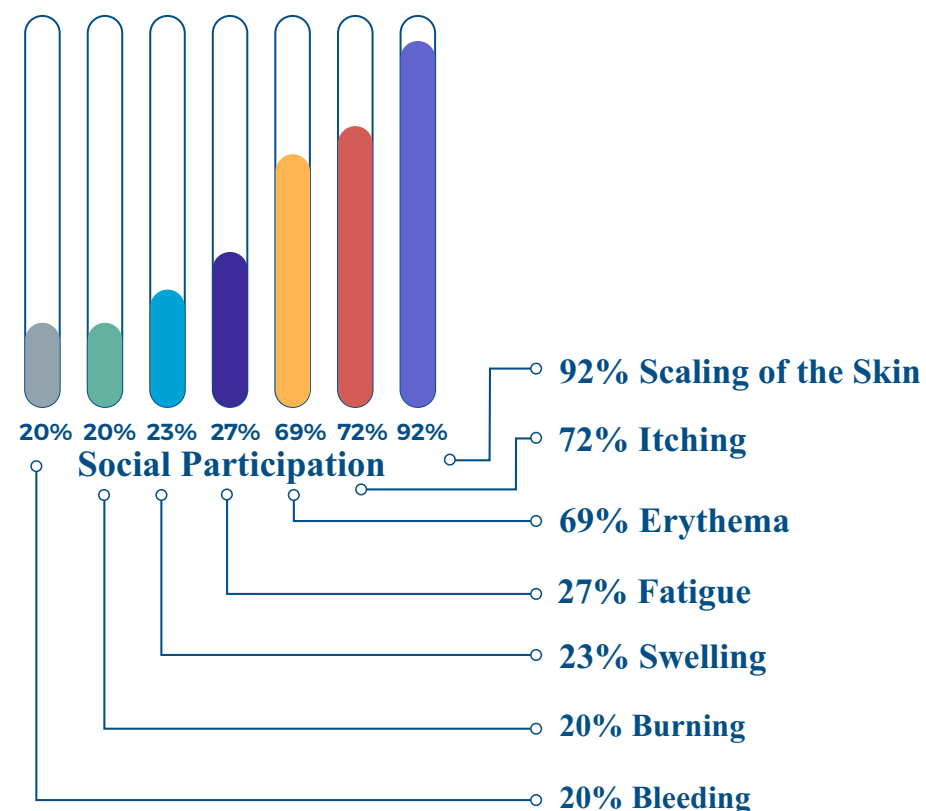
Source: Adapted from IHME GBD 2010(1)



Psoriasis causes great physical, emotional and social burden

Cost to mental well-being

## Is Psoriasis affecting your Quality of life?



## Unaddressed Psoriasis lead to Psoriatic Arthritis

If left untreated, Psoriasis can lead to the development of psoriatic arthritis, a chronic disease characterized by joint pain, stiffness, and swelling. Psoriatic arthritis affects up to 30% of individuals with psoriasis and usually begins between the ages of 30 and 50, can also develop in children. The condition impacts both men and women equally, with symptoms ranging from mild to severe.

people with psoriasis face a higher risk of developing joint-related issues, with other health problems. One in three individuals with psoriasis will go on to develop psoriatic arthritis, which causes pain, stiffness, or swelling in the joints, including those of the fingers, toes, spine, and at the junctions of bones and tendons or ligaments.

Therefore its important to monitoring and treating psoriasis early to prevent psoriatic arthritis and associated health risks.



# EczemEase®

## Steroid free formulation

One of the key benefits of EczemEase is its non-steroidal formulation, making it a safe and natural alternative for managing psoriasis. Unlike many conventional psoriasis treatments that rely on steroids, which can have side effects like thinning skin or long-term dependency, EczemEase offers effective relief without these risks.

EczemEase works to soothe irritated skin, reduce redness, and promote healing, while helping to maintain the skin's natural balance. This steroid-free approach ensures that users can manage their psoriasis with peace of mind, avoiding the potential drawbacks of prolonged steroid use and focusing on a gentler, more sustainable solution for long-term skin health.

## Our Product Range





## Caution

- Perform a patch test before full application. If any adverse reactions (redness, itching, or swelling) occur, discontinue use and contact your healthcare professional.
- Keep out of reach of children.
- Continue use for at least 2 weeks for best results. Consistency is key to long-term skin health.
- Important: Share your progress with us! Your journey could inspire others.

Every morning, upon waking up, My bed covered in skin flakes due to my psoriasis. The first thing is to clean my entire room.. This cleaning process alone takes atleast 30 minutes, sometimes more, causing frustration because of which I get late for college daily. It's a daily struggle to manage my condition.

Opening a door has become an unexpectedly challenging task for me due to the effects of psoriasis on my hands. The condition has led to painful blisters and bleeding, leaving blood stains on the door handle every time I attempt to open it. This constant need to clean the handle after each use has become not only an inconvenience but also a source of embarrassment.

Before going to bed each night, I've developed a routine of wrapping both of my hands with bandages to prevent scratching and itching on hands, which lead to bleeding later on.



## Why choose us?

The journey took 4–5 years of research and product development, and a total of 9 years of hard work with a dedicated team of highly qualified, experts, scientists who worked together and able to provide innovative product like EczemEase.

At Immunity Bloom, we specialize in natural, steroid-free skincare solutions designed to enhance the lives of individuals with psoriasis. Our products are 100% natural, safe for all skin types, and highly effective for various skin conditions.

Our team of specialists understands the complexities of psoriasis and offers personalized treatments for the best results. Whether for skin, hair, or body concerns, we provide innovative care to help you feel more confident in your skin.

Join the many who trust Immunity Bloom for their skincare needs. With professional recommendations and cutting-edge formulations, we offer the best in skin health for both men and women. Start your journey to healthier, more beautiful skin today.



# Make best Choices

You don't need to face psoriasis alone.  
Select the concern you're facing and we  
will recommend you most efficacious  
EczemEase skin care products.

Psoriasis  
Itching mark flaky Redness  
sensitive areas scaling  
Social Stigma



Contact us

Immunity Bloom Health Consociate, Saveer Biotech Limited

[www.immunitybloom.com](http://www.immunitybloom.com)

☎ 1800-114-576, 8860082561

[care@immunitybloom.com](mailto:care@immunitybloom.com)

Soon Products will be on our website