

THE FACTS

*If it doesn't say Lansinoh on the label,
it isn't the world's purest lanolin.*

For more information: or Lansinoh Laboratories, UK Branch 44-113-389-1039

LANOLIN UPDATE

- Reports of pesticide residues in lanolin first surfaced in Australia in 1987.
- The allergenic components in lanolin has been identified as the free lanolin alcohols in combination with detergent residues from the wool scouring process.
- The standard United States Pharmacopeia (USP) monograph for lanolin allows for pesticide residues of 40 parts and sets no specification for free lanolin alcohols or detergent residues.
- A new monograph with more stringent specifications for a Modified Lanolin was written and became a part Formulary in May 1992. This monograph allows for 6% free lanolin alcohols and 3 ppm pesticide residues detergent residues has not yet been set.
- Clinical trials clearly indicate that at 6.5 % free lanolin alcohols, 41 % of a lanolin sensitive population will still elicit an allergic response (see chart on reverse side).
- Allergic reactions have been documented at 3% free lanolin alcohols as well as at 2.2%
- Only when the free lanolin alcohols are reduced to 1.5% in combination with a free lanolin alcohols have research elicited a single allergic response among a lanolin sensitive population.

The technology exists to refine lanolin to much safer levels than those currently required by the new monograph for Lanolin.

When applications of lanolin are indicated on open wounds or when ingestion may occur, as with a nursing infant, providers and consumers should have access to a refinement of lanolin that is not just safe enough but **THE SAFE**. Lansinoh Laboratories has provided an ultrapure lanolin since 1989 without being required to do so by any of the regulatory agencies. That lanolin is called:

Lansinoh (Lan - lanolin sin- without oh- alcohol),

Lansinoh far exceeds any specifications set by the USP, the FDA, or the EPA for Modified Lanolin. Created by a process to remove environmental impurities, identified allergens (free lanolin alcohols and detergent residues), Lansinoh lanolin available in the world.

THE GUARANTEE

Lansinoh is guaranteed to contain less than 1 part per million (.000001) or 10 thousandths of 1% (.0001 %) total contaminants - the absolute lowest value achievable with present technology.

Lansinoh will never contain more than 1.5% free lanolin alcohols or 0.5% detergent residues - rendering it truly hypoallergenic even for those allergic to wool or other refinements of lanolin. Lansinoh Laboratories will always provide a current Analysis for review. Lansinoh is the only lanolin that contains no preservatives or additives of any kind.