



# SOFTIN

CREAM FOR CRACKS

## **What are cracked heels**

Cracked heels are a common foot problem that are often referred to as heel fissures. Cracked heels are commonly caused by dry skin (xerosis), and made more complicated if the skin around the rim of the heel is thick (callus). For most people this is a nuisance and a cosmetic problem but when the fissures or cracks are deep, they are painful to stand on and the skin can bleed - in severe cases this can become infected.

## **What does a cracked heel look like**

The skin is normally dry and may have a thick callus which appears as yellow or dark brown discolored area of skin, especially along the inside border of the heel. Cracks in the skin are usually obvious.



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## What are the symptoms of cracked heels

If the cracks are bad enough there will be pain on weight bearing, that is not there when weight is off the heel. The edges or rim around the heel will generally have a thicker area of skin (callus). Wearing open or thin soled shoes usually make the symptoms worse.

## What causes cracked heels

Some people tend to have a naturally dry skin that predisposes them to the cracks. The thickened dry skin (callus) around the heel that is more likely to crack is often due to mechanical factors that increase pressures in that area (eg the way you walk).

## Other factors that can be involved in the cause of cracked heels include:

- prolonged standing (*at work or home, especially on hard floors*)
- being overweight (this increases the pressure on the normal fat pad under the heel, causing it to expand sideways - if the skin is not supple and flexible, the pressures to 'crack' are high)
- open back on the shoes (this allows the fat under the heel to expand sideways and increases the pressure to 'crack')
- some medical conditions predispose to a drying skin (eg autonomic neuropathy in those with diabetes leads to less sweating; an underactive thyroid lowers the body's metabolic rate and there is a reduction in sweating, leading to a dryness of the skin)
- skin conditions (eg psoriasis and eczema)

## **What causes infections in Cracked Heels ?**

Bacteria and fungi can easily infect the skin of the feet and nails. The foot is a warm and moist environment and therefore a great breeding ground for many kinds of infections including Staphylococcus, Pseudomonas, Candida, and Trichophyton. It is important to treat any secondary infections resulting from or following Cracked Heels.

## **What are possible complications ?**

Cracked heels may rarely cause cellulitis (deeper bacterial tissue infection) and very rarely blood infections (sepsis).

## SOFTIN

Each 100 gm contains :

Satapatri	10% w/w
Daruharidra	5% w/w
Yastimadhu	5% w/w
Kumari	40% w/w
Saribha	5% w/w
Manjista	5% w/w
Arjuna	3% w/w
Boswella oil	3% w/w
Madhuchista	Q.S

### Satapatri {Persian Rose}

It soothes, moisturizes and nourishes the skin and is used in numerous skin care products.

## **Daruharidra :**

Reduces inflammation or oedema. removes pain, cures and heals ulcers, also used for eye diseases like conjunctivitis, as rasanjan. Daruharidra decoction is useful in cleaning wounds.

## **Yastimadhu :**

Antifungal, antioxidant, anti-inflammatory antimicrobial, and anticancer, antifibrotic effects, its potential as a neuroprotective.

## **Kumari :**

it is one of the popular cosmetic aids as it moisturizes, heals and regenerates the skin. Kumari pulp gives excellent results in burns and scalds.

## **Saribha :**

Prevents skin Diseases & Infections. Cools the Body.



## **Manjista :**

supporting the skin in balancing everything from itchiness to rashes and breakouts. It is a celebrated overall rejuvenative for the complexion.

## **Arjuna :**

The arjuna herb accelerates clotting and thereby promotes quick healing of the wound.

## **Boswella oil :**

Powerful pain killer and anti inflammatory agent.

## **Madhuchista :**

the treatment of wounds, it helps in quick healing and prevents the microbes from infecting the wound.

It is meant for external application only.

## SOFTIN USES :

- It smoothes, moisturizes and nourishes the skin.
- Reduces inflammation or oedema. removes pain, cures and heals ulcers.
- Cleaning wounds.
- Antifungal, antioxidant, anti-inflammatory antimicrobial, and anticancer, antifibrotic effects, its potential as a neuroprotective.
- Heals and regenerates the skin.
- Supporting the skin in balancing everything from itchiness to rashes and breakouts. It is a celebrated overall rejuvenative for the complexion.
- Powerful pain killer.
- Prevents the microbes from infecting the wound.

It is meant for external application only.

## **APPLY :**

Daily once before going to bed.

## **SIDE EFFECTS :**

Stop applying immediately if the following side effects occur because it may indicate symptoms of allergic reactions. These symptoms include skin rash, itchy, and burning sensation on skin.

## **PACKING & PRICE**

50 gm cream - Each Rs: 200/- per unit