



Berkshire West Area Prescribing Committee

Product Name	Purepotions Skin Salvation creams and products
Indication under review	The prevention and treatment of eczema, psoriasis and sore skin conditions
Policy No:	APC 064
Date of Issue/ Date of reissue:	January 2014/ March 2017
Review Date:	March 2020
Policy Statement: Purepotions Skin Salvation products are not recommended the treatment of patients suffering from eczema, psoriasis and other sore skin conditions.	
Traffic Light Status	Brown
Key Points considered: <ul style="list-style-type: none"> • There are currently no studies which have investigated the use of Skin Salvation in patients with eczema, psoriasis or any other sore/dry skin condition. • The cost effectiveness of this product has not been demonstrated. • Skin Salvation is a cosmetic product and is available to buy online from Amazon, Purepotions and other websites selling cosmetics. 	
References: <ol style="list-style-type: none"> 1) Squire A How mother's homemade eczema cure turned into a £100,000-a-year business http://www.dailymail.co.uk/health/article-1368178/How-mothers-homemade-eczema-cure-turned-100-000-year-business.html#ixzz1WWG5W0jJ 2) NICE CG: Atopic eczema in children http://www.nice.org.uk/nicemedia/live/11901/38559/38559.pdf 3) Purepotions accessed via http://www.purepotions.biz/ 	
Date taken to APC:	1 st March 2017
Date Ratified by GP/MOC on Behalf of the Board:	15 th March 2020

Berkshire West Area Prescribing Policies serve as a guide to clinicians. This does not overrule the clinical or budgetary responsibility of clinicians when considering treatment for individual patients.

Brown	Green	Amber	Red
These drugs have been reviewed and are not considered a cost effective use of scarce NHS resources	Medicines suitable for routine use. Primary care prescribers take full responsibility for prescribing	Medicines that should be initiated by a specialist and can be continued in primary care under a shared care agreement.	Medicines which should be prescribed by specialists only