

# BURNAID®

## Media Release

### First Aid for Beauty Burns

Beauty can be a dangerous (and painful!) business as anyone who has suffered a burn while waxing or straightening their hair can attest.

Fortunately for such beauty first aid needs and to treat other burns and scalds including sunburn, there's **Burnaid**. Available as a gel or dressing, Burnaid offers **immediate pain relief** and **cools the burn** to help **minimise tissue damage** and **aid the healing process**.

**BURNAID GEL** is a water-based gel that, when placed on the skin, traps water on the burn – drawing heat out of the burn. This Australian-developed innovation contains Melaleuca Oil (Tea Tree) which helps provide pain relief and aids in preventing infection. Burnaid Gel also cools, soothes and helps relieve the pain of sunburn – welcome relief for the almost 20% of adults, 25% of teenagers and 8% of children who are sunburned on summer weekends in Australia\* and a 'must' to pack in your summer holiday bag.

For larger and more serious burns, **BURNAID BURN DRESSINGS** are available. These gel-impregnated first aid emergency burn dressings can be used for all burns. They are used by ambulance services, hospital emergency departments, medical clinics and workplaces and supplied in first aid kits as a first-response treatment for burns.

Managing Director of Rye Pharmaceuticals, developer of Burnaid, John Price, is embarking on a national program to educate Australians about the correct way to treat burn injuries and to prevent and prepare for any mishaps. He said some misconceptions still existed about the appropriate first aid treatment of burns. "If cold water is available, you should cool a burn under the water for *at least* 20 minutes," said John. "Burnaid can then be applied for ongoing pain relief and infection control. However, sometimes cold water is not readily available and in such instances Burnaid should be applied immediately. Burnaid is essentially water trapped in a gel but is much more effective in providing ongoing pain relief and preventing infection. It can also be easily accessed and conveniently transported."

He said despite burns being **one of the three most common injuries suffered by Australians each year**, most people do not think they will get burned. "Like many situations, a lot of people do not think it will happen to them and do not have the appropriate first aid treatment on hand," said John. "We are encouraging people to add Burnaid to their shopping list and keep it in their first aid kit or bathroom cabinet. If they educated in how to treat a burn and have the proper first aid on hand, they are prepared in the event of a burn injury."

Burnaid Gel and Burnaid Burn Dressings are available from **selected pharmacies and supermarkets** in the tubes, sachets and dressings perfect for easy use.



Burnaid Gel 25g tube From \$5.95

Burnaid Gel 10 pack (of 3.5g sachets) \$8.20

Burnaid Dressing 10cm x 10cm \$4.95

Burnaid Burn Kit (1 x Burnaid Dressing 10cm x 10cm plus 5 x Burnaid Gel 3.5g sachets)\$11.95

For more information about Burnaid visit [www.burnaid.com](http://www.burnaid.com) or call 1800 170 620.

**Burnaid is proud to support the Julian Burton Burns Trust.**

\* Source: Cancer Council Australia

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### **FACT SHEET ATTACHED**

#### **About Burnaid**

For more than 25 years Rye Pharmaceuticals has been researching, developing and distributing premium-quality first aid and skin care products. Rye Pharmaceutical's Burnaid range consists of sterile, gel-impregnated burn dressings and sachets, tubes of gel and spray, for the immediate first aid treatment of burns. Burnaid offers the patient rapid and ongoing pain relief, cools the burn helping to prevent further tissue damage and aid the healing process. [www.burnaid.com](http://www.burnaid.com)

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