

# BRUISEMD<sup>®</sup>

## TOPICAL GEL FOR BRUISING & SWELLING

### 20% ORGANIC ARNICA MONTANA

Clinical study shows statistically significant improvement in bruising and swelling with use of 20% herbal arnica montana. Herbal arnica is more potent than homeopathic.<sup>1</sup>

### 2% VITAMIN K OXIDE

Vitamin K oxide is the active metabolite of vitamin K, making it faster-acting, more stable in light and heat, and less allergenic. Vitamin K may help support clearance of stagnant blood from the tissues.

### HESPERIDIN & L-ARGININE

Hesperidin works with vitamin K oxide to boost blood circulation and strengthen capillaries. They are often used together in under-eye creams to help with dark circles. L-Arginine is an amino acid that boosts nitrous oxide synthesis, causing blood vessels to relax which increases blood flow.



### VITAMIN C & VITAMIN E

These two in combination act on iron in the leaked blood to enable it to reabsorb. This can help speed up bruise clearance.

### ORGANIC GRAPE SEED EXTRACT

Rich in flavonoids, including proanthocyanidins (OPCs) and resveratrol. Accelerates wound contraction, promotes production of endothelial growth factor, and enhances deposition of connective tissue.

### SOOTHERS & MOISTURIZERS

Organic aloe vera and allantoin soothe the affected area. Aloe is a water binding agent, stimulates macrophage production and has been shown to reduce edema. Hyaluronic acid, sodium lactate and dimethicone boost moisture content and protect and repair the skin's barrier function.

### 20g TUBE SIZE

Larger tube size offers a better value than other professional topical bruise products on the market.

## ACCELERATES RECOVERY FOLLOWING:

### Cosmetic Procedures:

Dermal filler injections • Fat transfer • Schlerotherapy • Kybella<sup>®</sup> • Coolsculpting<sup>®</sup>

### Plastic surgery:

Rhinoplasty • Blepharoplasty • Facelift • Liposuction

### Laser, Ultrasound and RF Treatments

### Orthopedic Surgery

### Injuries & Trauma

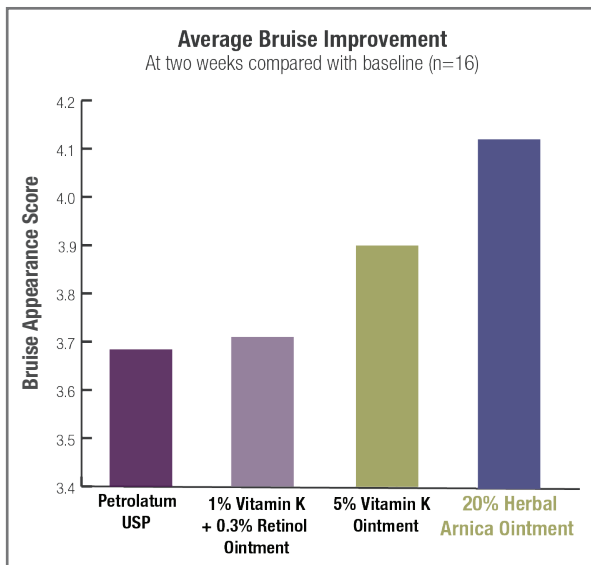
# CLINICAL SUPPORT FOR BRUISEMD FORMULATION

## 20% ARNICA MONTANA

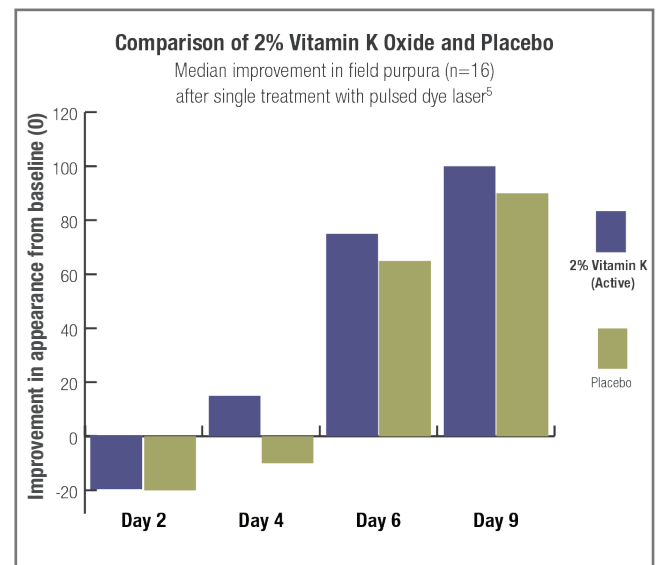
- ✓ 20% herbal arnica has been shown to be effective for **speeding bruise resolution and reducing swelling**.<sup>1,2</sup>
- ✓ Higher concentrations of herbal arnica **perform better than homeopathic** dilutions or lower concentrations.<sup>1,3</sup>
- ✓ **Anti-inflammatory** activity of arnica "helps to relieve pain & surgical complications, and may be an alternative to NSAIDS".<sup>2,4</sup>

## 2% VITAMIN K OXIDE

- ✓ Studies show **at least 1% concentration is needed** for it to be effective as a topical bruise treatment.<sup>5,6,7</sup>
- ✓ Oxide format is the **active metabolite** and is **faster acting** than regular vitamin K. Also has lower allergenicity.<sup>8</sup>
- ✓ Works in combination with hesperidin & L-arginine to **help increase circulation, enabling faster clearing of leaked blood & fluids**.<sup>5</sup>



The 20% arnica treatment reduced bruising significantly better than placebo and vitamin K + retinol.  
(20% arnica was better than 5% vitamin K, but not statistically significant)



On average, when compared to photos from day 1, the vitamin K side appeared 15% more improved than placebo on days 4 and 6.

"The results of this study indicate that **topical 20% arnica ointment** can reduce bruising more rapidly than placebo as well as some previously studied bruise-reducing formulations... This is a significant finding, as topical formulations for bruise reduction have not previously been compared against one another, and the efficacy of this entire class of topicals has consequently historically been suspect."<sup>1</sup>



"**Vitamin K oxide gel** appears to hasten the resolution of pulsed dye laser-induced purpura in subjects being treated for bilateral facial telangiectasia and may well be useful in accelerating resolution of facial bruising from other cosmetic procedures such as fillers used for soft-tissue augmentation as well as other types of cutaneous surgical procedures."<sup>3</sup>

<sup>1</sup> Leu S et al. Accelerated resolution of laser-induced bruising with topical 20% arnica: a rater-blinded randomized controlled trial. Br J Dermatol Sept 2010;163(3):557-563.

<sup>2</sup> Simsek G et al. Topical Application of Arnica and MSPS Attenuates Periorbital Edema and Ecchymosis in Open Rhinoplasty: A Randomized Controlled Clinical Study. Plas Reconstr Surg J 2016;137(3):530e-535e.

<sup>3</sup> Bauman LS. Less-known cosmeceuticals. Dermatologic Therapy 2007; (20):330-342.

<sup>4</sup> Ianitti T et al. Effectiveness and Safety of Arnica montana in Post-Surgical Setting, Pain and Inflammation. Amer J Therapeutics 2016; 23:e184-e197.

<sup>5</sup> Cohen J, Bhatia AC. The role of topical vitamin K oxide gel in the resolution of postprocedural purpura. Journal of Drugs in Dermatology Nov 2009; 8(11):1020-1024.

<sup>6</sup> Elson ML. Topical phytonadione (vitamin K1) in the treatment of actinic and traumatic purpura. Cosmet Dermatol 1995; 8:25-27.

<sup>7</sup> Lou W et al. Effects of Topical Vitamin K and Retinol on Laser-Induced Purpura on Nonlesional Skin. Dermatol Surg 1999;25:942-944.

<sup>8</sup> Karavani I et al. How vitamin K gels treat post-operative bruising. UK J Med Aesth Anti Aging 2011; 1(6)

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