



## **BURN JEL – A NEW, FAST ACTING FIRST AID BURN TREATMENT FROM WATER-JEL**

### **Immediate pain relief for burn injuries in and around the home**

The most common place for a burn injury to occur is in the home. In fact, every 1½ minutes, someone in the UK is burnt or scalded in an accident in the home (1). Burns of any size require immediate treatment, both to relieve pain and to prevent the burn from progressing deeper into the skin and causing further damage.

Water-Jel manufactures the leading emergency burn treatment range of gels and dressings used by hospitals and emergency services around the world. For the first time, its trusted products will now be available for treating burns in and around the home and will allow those experiencing accidental burns and scalds to take immediate, effective action.

**Burn Jel**, a new first aid range that provides fast and effective treatment for burns and scalds, has been launched by Water-jel Technologies and is now available from pharmacists around the country.

New **Burn Jel** from Water-jel is a water-based, water-soluble pain relieving gel for immediate use on burns. The thick, cooling gel offers fast pain relief, drawing the heat out of a burn and cooling the skin. By applying **Burn Jel** as soon as possible, the heat of the burn is dissipated, helping to prevent heat from progressing deeper into the skin and therefore reducing the risk of further damage and scarring.

Applying cold water immediately to burns and scalds has often been recommended, in the absence of effective treatment. **Burn Jel** offers the same cooling effects as water, but because it is a thick gel, it stays on the burn and doesn't evaporate, continuing to give ongoing, cooling pain relief as well as protecting against air-borne contamination. **Burn Jel** also contains natural extract of Tea Tree, which provides anti-bacterial activity to help prevent infection.

Fast-acting and easy-to-use, **Burn Jel** cools and relieves pain caused by all types of burns quickly and effectively. It is the ideal product to have on hand when accidental burns occur and will be a welcome addition to First Aid kits in the home and workplace. **Burn Jel** is also a useful addition to travel first aid kits and safety equipment for outdoor activities.

The new **Burn Jel** range includes **Burn Jel** pain relieving gel – a fast-acting, pain-relieving gel treatment that cools and soothes burns on application – and the **Burn Jel** Emergency Burn Kit – including 3 individual **Burn Jel** sachets, an impregnated dressing and a bandage.

**Burn Jel** pain-relieving gel comes in a 60ml pump dispenser and retails at £4.99. The **Burn-Jel** Emergency Burn Kit retails at £5.99. **Burn Jel** products are available now from the Lloyd's Pharmacy chain and independent pharmacists around the country.

For further information, visit [www.waterjel.net](http://www.waterjel.net) or email [info@waterjel.net](mailto:info@waterjel.net).

Did you know that:

- 45% of all severe burns and scald accidents occur in the under-5 age group.
- **26,000** under 5's are burnt or scalded in the home each year. A hot drink can still scald a small child up to 15 minutes after being poured.
- Every 2 hours, a child under 18 years of age with burns or scalds is admitted to A&E departments or specialist burns units.
- Every day, 10 children under 5 years of age are admitted with burns and scalds.
- Those most prone to burn injuries are children, the elderly and the disabled.

Ends

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Date: 28<sup>th</sup> September 2006

**Notes to editors:**

1. Children's Fire and Burn Trust

The Water-jel professional range of burn treatments has been used by Fire and Ambulance crews around the world for 25 years. Water-jel products are the first line of treatment for those experiencing burns in any emergency situation. They are generally applied to burns by fire, police or ambulance crew on their arrival at an emergency scene and products include impregnated dressings, blankets and gels.

**Water-jel – taking the heat out of the situation**

**\*\* PHOTOGRAPHY AVAILABLE ON REQUEST**