Athlete’s Foot remains a significantly widespread contagious infection, estimated to affect approximately 15% of the adult population and is an area of dermatology and podiatry, with considerable non-compliance issues, often due to the cumbersome nature of treatments. For the majority of sufferers of Athlete’s Foot, treatment has meant the frustration of messy, time consuming, repeated applications of fungistatics. By inhibiting the production of ergosterol, conventional fungistatics such as miconazole and clotrimazole have been effective; however, compliance has long been the real issue because of the treatment duration. It is widely documented that 48% of patients neglect the proper daily dosing schedule and 25% of patients stop treatment as soon as their symptoms have disappeared. If one had to investigate a little deeper into patient complaints, most would admit that they find creams messy and they do not like touching the area for fear of cross infection. Another complaint is that powders spread everywhere and get walked into carpets.

"I get a flare-up of Athlete’s Foot every two or three months. I manage to clear it up but then it comes back a few months later. I’ve tried all the creams, talcum powders and sprays," says Allie Wick, 25. "I’d really like to treat myself to a French manicure and have a pedicure – look after my feet and make them look pretty. But I’m so embarrassed at the way my feet look, I wouldn’t go anywhere near a beautician."

*Lamisil® Film Forming Solution Once™* provides 1% terbinafine in a ‘single once-off application’ - the cutaneous solution directly addresses both the issue of patient compliance and concentration of action. Immediately after application, Novartis claims that the product will remain in a solution state for around a minute. As the solution dries, it forms a film over the skin which stays in place for around 72 hours enabling the terbinafine to continue to permeate from the film matrix. It was also demonstrated that occlusion, as naturally occurs within the enclosed spaces of toes and the wearing of shoes and socks, increases the residence time of the film on the skin up to 96 hours.

Terbinafine achieves fungicidal concentrations in the stratum corneum within 30 minutes and remains at these levels for up to 13 days.

The efficacy of this new formulation is similar to the well established Lamisil 1% cream, and in terms of safety and tolerability it was rated by 88% of patients and investigators as very good-good.

Not only was a high cure rate from a single dose treatment demonstrated, but the treatment was also rated as easy to use by participants in the clinical studies, increasing its potential benefit in an area where non-compliance and consequently relapse are a significant issue.

*Lamisil® Film Forming Solution Once™* is an exciting prospect, offering healthcare professionals the simple answer to address the issue of poor patient compliance. This breakthrough technology could fundamentally revolutionise treatment, offering patients a “one hit” solution that finally frees people from a condition that, for many, has plagued their lives for up to ten years episodically.

For further information, log onto [For more information or for a pack shot of the product, please contact:](#) Leigh Hopewell The Write Agency 011 467 5368 / 083 264 6563

References