



Purelan™ – Fast and effective relief for sore nipples and dry skin

Advanced breast care solutions for nursing mothers







SORE NIPPLES

Upto 97% of mothers experience sore nipples in the first weeks after birth as mother and baby establish breastfeeding.¹ Keeping the nipple skin protected and hydrated in pregnancy and during breastfeeding is beneficial. Research supports that highly purified lanolin can help reduce nipple soreness and support skin recovery in breastfeeding mothers.¹⁻⁴

Purelan™ lanolin cream

Purelan™ is a single-ingredient, 100% natural, medical-grade lanolin cream designed to support breastfeeding mothers. Its ultra-pure formulation provides fast, effective relief from nipple soreness and dry skin, helping mothers continue breastfeeding comfortably.

Why recommend Purelan™?

-  **Ultra-pure, medical-grade lanolin**
-  **Safe for baby**, no need to remove. **Food contact grade** and recyclable tubes.
-  **Dermatologically and hypoallergenic tested** (formulated to minimize skin reactions and irritations). Effective from first use.
-  **Ethically sourced lanolin**

Certified natural by EcoCert and NATRUE. **Exceeds European and United States Pharmacopoeia purity and safety benchmarks***. Purified through molecular distillation: removes impurities and reduces pesticide residues to below 0.5 ppm.

Recommended safety parameters*	European Pharmacopoeia (EP)	United States Pharmacopoeia (U S P)
Water Absorption Capacity WAC (%)	≥ 200%	Not controlled
Total Pesticide Residues (ppm)	≤ 1ppm	≤ 40 ppm
Free Lanolin Alcohol (%)	≤ 3%	≤ 6%



Purelan™'s dual mode of action

Purelan™ provides effective relief for sore nipples and dry skin through a dual mode of action:

- 1 Protects** the skin's surface by forming a barrier that reduces moisture loss and shields against external stresses.
- 2 Hydrates** the skin by supporting its natural moisture balance and improving hydration in the outermost layer





With its high water-binding capacity (over 210%), Purelan™ supports natural skin hydration. Its rich, smooth texture offers immediate comfort and long-lasting moisture.



Beyond nipple care

Purelan™ is not only effective for soothing sore nipples during breastfeeding, it also offers versatile care for a range of everyday skin needs. Its rich, single-ingredient lanolin formula is gentle, moisturizing, and safe for use on both adults and children.



-  **Lip care and protection:** Purelan™ helps to hydrate and soften lips exposed to cold weather or frequent licking. Its smooth texture forms a protective layer while replenishing moisture.
-  **Cold weather protection:** Use for adults and children to protect skin during cold weather and relieve dryness, wherever needed. It can also be used for the skin around the nose to protect against dryness during cold.
-  **Localized dry skin:** ideal for small areas of dryness such as elbows, feet, heels, hands or cuticles. Purelan™ supports skin hydration and helps maintain the skin's natural barrier.
-  **Baby's dry or sensitive skin:** Purelan™ protects and nourishes baby's skin in the diaper area by forming a barrier that supports skin comfort.



Available formats

- 1g sample: ideal for trial and hospital use
- 7g tube with lip applicator: convenient for on-the-go care
- 37g tube: for regular home use



The new mono-material tubes are food-contact and fully recyclable, replacing the previous multi-layer version.

References:

- 1 Jiménez Gómez MI et al. Breastfeed Med. 2021; 16(4):325–331.
- 2 Abou-Dakn M et al. Skin Pharmacol Physiol. 2011; 24(1):27–35.
- 3 Brent N et al. Arch Pediatr Adolesc Med. 1998; 152(11):1077–1082.
- 4 Dennis CL et al. Breastfeed Med. 2012; 7(6):473–479.

Recommend Purelan™ for safe and effective nipple care during breastfeeding.