

# The Rād<sup>x</sup>® Story

**R**AD<sup>X</sup> was developed specifically for the founder's brother who, going through intensive radiation treatments, developed burn and skin irritation that the usual prescription products did not help. With over 24 years in the burn relief/skin care business, and having been named one of the top 500 privately held companies in America, the founders used their technological expertise and wealth of experience to create Rād<sup>x</sup>® Radiation Therapy.

When the Chairman's brother was diagnosed with terminal, inoperable throat cancer, his radiation oncologist recommended he undergo an extreme regimen comprised of a combination of chemotherapy and 39 sessions of high-level radiation. After only a few treatments, he began to experience painful side effects. To help him, the company asked its formulators to develop a product and submit it to his oncologist, who immediately approved it. Once the brother began using RAD<sup>X</sup>, his nurses and doctor were amazed at the condition of his skin. By the end of the treatment series, unlike other patients who had burning, scarring and skin breakdown, his skin was soft, supple and mildly tan—more as if he had been on a beach vacation, rather than undergoing a severe battery of radiation treatments. (Good news: founder's brother is cancer free after 5 years.)

**G**iven the exceptional results, word began to spread. The head oncology nurse at another premier cancer treatment center determined that 50-60% of her patients responded better to RAD<sup>X</sup> than any other treatment, including highly expensive prescription drugs. Once RAD<sup>X</sup> was introduced to the patient group, 50% of them would not even take the treatments without access to RAD<sup>X</sup>.

RAD<sup>X</sup> has been proven repeatedly—in several hundred cancer treatment facilities in the U.S., including some of the most renowned— to prevent radiation dermatitis and to relieve many...and in some cases all...of the skin-related side effects of radiation therapy.

**R**AD<sup>X</sup> is made with a freshly ground, organic aloe base and lidocaine as well as several other ingredients which are beneficial to the skin. The collective effect is that the product numbs pain, helps heal burning, irritation, redness and general skin breakdown, replenishes moisture and contributes to the skin's regeneration process.

**F**ragrance-free and animal friendly, RAD<sup>X</sup> has helped thousands of patients since its introduction in 2003. The oncology physicians and nurses in several hundred treatment facilities now rely on RAD<sup>X</sup> to handle the topical treatment needs of patients undergoing radiation treatments.



This product is metal-free and contains no ingredients that interfere with radiation treatments. All ingredients are FDA-approved and safe for every skin type. Rād<sup>x</sup>® Radiation Therapy's unique formulation has been proven extremely effective and is endorsed by doctors and patients alike.

Active Ingredient: Lidocaine HCL  
Other Ingredients: Aloe Vera Gel, DI Water, Sweet Almond Oil, Papain, Bromelain, DEA-Cetyl Phosphate, Glyceryl Stearate, Cetyl Alcohol (powder—not a drying alcohol), PEG 100 Stearate, Dimethicone, C12-15 Alkylbenzoate, Polysorbate 20, Diazolidinyl Urea, Methylparaben, Tetrasodium EDTA, Propylparaben

**Rād<sup>x</sup>® Radiation Therapy**

## Rād<sup>x</sup>® Moisture Therapy Pre-, Early- & Post-Series Care

**T**he company founders were the same people who introduced aloe vera gel to the general public, advancing it beyond the health food store product that it was in the 1970s and 1980s. Rād<sup>x</sup>® Moisture Therapy follows in that same vein, using a raw ingredient relatively new to consumers...prickly pear cactus gel, formulated into a moisturizing/healing lotion. Studies indicate that this gel contains skin-beneficial ingredients that are helpful in the preparation of the skin for radiation treatments. Irradiation depletes the skin of moisture, and can reduce elasticity. Rād<sup>x</sup>® Moisture Therapy, used for several days before treatment begins, and during the first few days of the treatment, can reduce the damaging effects of radiation.

Moisture Therapy is also excellent as a post-treatment follow-up to help replenish moisture as well as aid in cell regeneration during the skin-building process...without leaving a greasy residue found in many other moisturizers. It is used daily by medical professionals to offset the drying effects of frequent hand-washing.



**Rād<sup>x</sup>® Moisture Therapy**

Ingredients: Water, Prickly Pear Cactus Gel, Propylene Glycol, Sorbitol, Soybean Oil, Isopropyl Palmitate, Glyceryl Stearate, PEG 100 Stearate, Glyceryl Monostearate, Dimethicone, Cetearyl Alcohol & Cetyl Alcohol (not drying alcohols), Polysorbate 60, Lanolin Oil, Triethanolamine, Carbomer, Diazolidinyl Urea, Methyl Paraben, Propyl Paraben, Fragrance, Yellow #1, Blue #1, Vitamin E

## Rādix® Treatment Protocol

- 1) Prior to beginning radiation treatments, apply Moisture Therapy to proposed treatment area several times daily.
- 2) Once treatment begins, apply Moisture Therapy 3 - 4 hours before—and immediately after—each treatment, then 2-3 times a day. May be applied as often as every halfhour in cases of skin reddening and inflammation.
- 3) Several days into treatments, when discomfort, pain or irritation develops, switch to Radiation Therapy. Apply 3 hours before treatments, and immediately after each treatment. For persistent pain/burning/irritation, Radiation Therapy may be used as frequently as every half-hour or as needed to relieve pain, redness and irritation. Continue this process throughout duration of treatments and for as many days as needed to relieve pain and discomfort, which sometimes continue for several days after treatments are completed.
- 4) Once pain subsides, revert to Moisture Therapy and apply 2-3 times daily for several days.
- 5) Head and neck patients will notice drying of lips: use Rādix® Lip Protectant immediately following each treatment, reapplying as needed. Made with super moisturizers, aloe and vitamins A and E, this SPF 30 product has a real vanilla flavor.

You should receive a patient introduction/  
retail order form with this brochure.

### *A note about the company and its staff:*

*We had a business choice to make in introducing RADX. The product is effective enough that it could have been introduced as a prescription drug, or as a non-prescription OTC (over the counter) item, significantly reducing its cost to patients. As you've read, we entered the business with personal/family/empathetic motivations, and thus chose to provide all RADX items as non-prescription products, making them easier and far less expensive for you to use. No other product available, either by prescription or OTC, has been proven to be as effective as RADX in treating radiation reaction.*

Irradiated skin should not be exposed  
to sunlight for 3 years.



The company and its formulators, leaders in the creation and development of the nation's leading sunscreen and waterproof systems, have also perfected a post-irradiation sunscreen, which should be worn daily on treated areas that might be exposed to sun. Organic aloe gel based and paba-free, these formulations are made with the nation's #1 rated 8-hour waterproof system...so generally one application per day is sufficient. The new SPF 44 contains Parsol

1789 UVA blocker, and the new tubes have convenient flip-top lids. Female patients will be pleased to find that the product leaves an almost matte finish, and make-up can be applied over it.

Daily use of Rādix® Lip Protectant will help prevent dry lip syndrome.



RADX products are available through pharmacies and physicians. Samples can frequently be obtained in doctors' offices, hospitals and radiation clinics.

You may also order RADX direct from the factory:

Corporate Headquarters  
7223 Wynnwood Lane Houston, Texas 77008

Toll Free: 866.411.radx (7239)  
Local: 713.979.4681 Fax: 713.979.4689

www.radrx.com Email: sales@radrx.com

# Rādix®

