

## facts about athlete's foot

- The clinical name for athlete's foot is tinea pedis
- Athlete's foot is very common – up to one in four people will suffer at some point in their lives
- You are most likely to come across women seeking treatment for athlete's foot
- Dermatophytes are the type of fungi responsible for athlete's foot
- There are three types of athlete's foot – interdigital, moccasin or plantar and vesicular.

## key treatment options

There are a number of products available for the treatment of athlete's foot. This Guide will introduce you to the two formats which Canesten offers, along with a treatment option specifically for inflamed athlete's foot – Canesten Hydrocortisone.

## self-test questions

To check your understanding of this condition and its treatment, answer these self-test questions.

### 1. What causes athlete's foot?

- a. A virus picked up in communal showers
- b. A viral infection caused by poor hygiene
- c. A fungal infection from the dermatophyte group
- d. A bacterial infection

### 2. A female customer complains of red, sore skin and itchiness between her toes. What other symptoms could indicate athlete's foot?

- a. Hard skin
- b. Flaky skin
- c. Cracked heels
- d. None of the above

### 3. What would you recommend for a customer with inflamed athlete's foot?

- a. A soothing emollient cream
- b. An antiseptic cream
- c. An antifungal cream
- d. An antifungal cream containing hydrocortisone

### 4. Canesten AF Dual Action Cream treats athlete's foot by:

- a. Inhibiting the growth of the fungi
- b. Easing the inflammation
- c. Soothing symptoms
- d. All of the above

Once you've read all 4 Canesten Customer Care Guides, please visit the Canesten website [www.canesten.co.uk/hcp/training](http://www.canesten.co.uk/hcp/training) and submit your answers. We will then send you a certificate by the end of 2011 to demonstrate your completion of the Canesten training.

#### Product Information for Canesten® AF Dual Action Cream

**Presentation:** Canesten® AF Dual Action Cream contains clotrimazole 1% w/w. **Indications:** Treatment of tinea pedis (athlete's foot) and tinea cruris (jock itch). **Dosage and Administration:** Apply thinly and evenly to the affected area two or three times daily. A physician should be consulted if symptoms do not improve within 7 days. **Contra-indications:** Hypersensitivity to clotrimazole or any of the other ingredients e.g. cetostearyl alcohol. Do not use to treat nail or scalp infections. **Warnings and Precautions:** This product contains cetostearyl alcohol, which may cause local skin reactions (e.g. contact dermatitis). **Side-effects:** Allergic reaction, blisters, discomfort/pain, oedema, irritation, peeling/exfoliation, pruritus, rash, stinging/burning. **Use in pregnancy:** Only when considered necessary by a physician. **RRP:** 15g tube £3.87, 30g tube £4.59. **MA Number:** PL 00010/0016R. **MA Holder:** Bayer plc, Consumer Care Division, Newbury, Berkshire RG14 1JA. **Legal Category:** GSL. **Date of Preparation:** July 2010. \* = Registered trademark of Bayer AG

#### Product Information for Canesten® AF Dual Action Spray

**Presentation:** Canesten® AF Dual Action Spray contains clotrimazole 1% w/v. **Indications:** Treatment of tinea pedis (athlete's foot) and tinea cruris (jock itch). **Dosage and Administration:** Apply thinly to the affected area two or three times daily. **Contra-indications:** Hypersensitivity to clotrimazole or any of the other ingredients. Do not use to treat nail or scalp infections. **Warnings and Precautions:** This product contains propylene glycol, which may cause skin irritation. Do not spray near a naked flame. Do not allow to come in contact with the eyes, ears or mucous membranes: do not inhale. **Side-effects:** Allergic reaction, blisters, discomfort/pain, oedema, irritation, peeling/exfoliation, pruritus, rash, stinging/burning. **Use in pregnancy:** Only when considered necessary by a physician. **RRP:** £4.44. **MA Number:** PL 00010/0060R. **MA Holder:** Bayer plc, Consumer Care Division, Newbury, Berkshire RG14 1JA. **Legal Category:** GSL. **Date of Preparation:** July 2010. \* = Registered trademark of Bayer AG

#### Product Information for Canesten® Hydrocortisone

**Presentation:** Canesten® Hydrocortisone contains clotrimazole 1% w/w and hydrocortisone 1% w/w. **Indications:** Athlete's foot and candidal intertrigo where co-existing symptoms of inflammation require rapid relief. **Dosage and Administration:** Adults, elderly and children aged 10 years or over: Apply thinly and evenly twice daily. Rub in gently. For a maximum of seven days. **Contra-indications:** Hypersensitivity to clotrimazole, hydrocortisone, or any of the other ingredients e.g. cetostearyl alcohol. Do not use on face, eyes, mouth or mucous membranes; broken or large areas of skin; cold sores; acne; untreated bacterial skin diseases, chicken pox, vaccination reactions, perioral dermatitis, viral skin diseases, or for longer than seven days. Unless prescribed by a doctor should not be used in children under 10 years; pregnancy and lactation; on ano-genital area; to treat ringworm or secondarily infected skin conditions. **Warnings and Precautions:** This product contains cetostearyl alcohol, which may cause local skin reactions (e.g. contact dermatitis). Long-term continuous therapy to extensive areas of skin should be avoided. Avoid covering treated area with tight dressing. **Side-effects:** Allergic reaction, blisters, discomfort/pain, oedema, irritation, peeling/exfoliation, pruritus, rash, stinging/burning. After use on large areas and/or after long-term use or use under occlusive dressings, skin atrophy, teleangiectasis, hypertrichosis, striations, hypopigmentation, secondary infection and acneiform symptoms may occur. **Use in pregnancy:** Only when considered necessary by a physician. **RRP:** £5.57. **MA Number:** PL 00010/0216. **MA Holder:** Bayer plc, Consumer Care Division, Newbury, Berkshire RG14 1JA. **Legal Category:** P. **Date of Preparation:** July 2010. \* = Registered trademark of Bayer AG



For further information, visit the healthcare professional section of the Canesten website: [www.canesten.co.uk/hcp](http://www.canesten.co.uk/hcp)

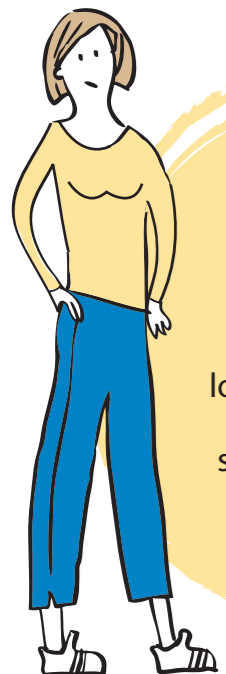


Welcome to the second Canesten Customer Care Guide. This month's training focuses on athlete's foot. As well as learning about the causes, symptoms and treatments for this fungal infection, this guide takes you through a typical customer journey so you can see how this condition can affect people and how your advice can help.

After studying this Customer Care Guide, you will:

- Understand the causes and symptoms of athlete's foot and how this condition affects customers
- Be able to advise customers on how to treat athlete's foot
- Recommend the most suitable products to customers.

Remember, within this Guide you will also find your pad of Customer Leaflets about athlete's foot. Each leaflet contains self help tips and treatment options to help your customer effectively manage their condition. If you sense that a customer is particularly embarrassed, needs more information or needs a reminder of the information that you have provided, you can give them one of these leaflets. You can either pass it on to the customer or simply put it in their bag with their treatment for them to read afterwards.



A woman in her late 20s is looking at the athlete's foot products in your pharmacy but she looks confused. When you speak to her, she tells you the skin between her toes is itchy and sore.

Don't forget **WWHAM!**

- **Who is the medicine for?**
- **What are the symptoms?**
- **How long has the customer had the symptoms?**
- **Action – has the customer already tried a treatment?**
- **Medication – is the customer taking any other medicine?**

Like most fungal infections, athlete's foot can be embarrassing for customers, particularly because of the often uncomfortable symptoms. These symptoms can include:

- Flaky, peeling, cracked or red skin between the toes or on the sides or soles of the feet
- Itchy skin
- Blister-type vesicles over the instep of the foot.

To put this customer at ease, reassure her about how common the infection is and that it can be easily treated with the right product.

How you say things can sometimes be just as important as what you say. Practise these elements of your communication and see the difference they can make.

- Keep eye contact with the customer
- Nod and agree to show you are listening to what she is saying
- Talk confidently but softly to avoid other people in the pharmacy overhearing – it will help to reduce her embarrassment if she understands that your conversation is confidential.

## establishing the condition

In order to help your customer, you need to establish that what she is suffering from is definitely athlete's foot. She has already told you the skin between her toes is itchy and sore, but does she also have any of these other symptoms?

- Is the skin flaky, peeling, cracked or red? – These are classic symptoms of interdigital athlete's foot, which often affects the skin between the fourth and fifth toes
- Has it spread to other toes or the sole of the foot? – This is called plantar or moccasin type athlete's foot
- Does she have small blister-type vesicles over the instep of her feet? – This is called vesicular athlete's foot.

If this customer had an unpleasant odour or yellow discharge, you would need to refer her to the pharmacist as she could have a secondary infection.

The customer goes on to tell you that she noticed the redness between her toes when she was getting changed a few days ago and since then it has become more itchy and sore. Her husband has also started to complain of red, flaky skin on the side of his foot.

### direct or indirect?

Athlete's foot can be spread by both direct and indirect contact.

**Direct contact** – a non-infected foot has skin to skin contact with an infected foot.

**Indirect contact** – a non-infected foot picks up fungal spores (living in skin that has flaked off a sufferer's foot) from places such as swimming pools, communal showers or changing rooms. Once someone has picked up the infected skin, the fungi can establish itself, grow and penetrate into the new skin.

From what this customer has told you, you can now establish the following:

- She has the symptoms of athlete's foot
- She has not tried a treatment yet
- She is likely to have picked up the infection via indirect contact in the gym changing rooms and has also passed the infection on to her husband, possibly by direct contact.

## treating the infection

Athlete's foot can be easily treated, but it is essential that this customer uses a product that suits her needs and lifestyle. One of the treatments available to this customer is a fungistatic treatment containing an active ingredient such as clotrimazole.

Fungistatics work by inhibiting (i.e. slowing down and controlling) the growth of the fungal infection. The fungi is then removed as the foot sheds the infected skin.

The main problem when treating athlete's foot is compliance. This means ensuring that customers follow the treatment completely and do not stop just when the symptoms have started to clear, as they need to get to the root cause of the infection.

To provide this customer with effective treatment and soothing relief, you could recommend Canesten AF Dual Action Cream. Containing the antifungal clotrimazole, this product is suitable for most sufferers of athlete's foot, so this customer's husband could treat his athlete's foot with this product too.

If the customer had mentioned that the area was also inflamed, a product containing hydrocortisone may have been more suitable. Containing clotrimazole and hydrocortisone (an anti-inflammatory), Canesten Hydrocortisone is suitable for small areas of inflammation. It eases and soothes the symptoms, including inflammation and itching, whilst treating the fungal infection. However, you would have to explain to your customer that this treatment can only be used for up to seven days.

Remember, hydrocortisone should not be used on broken skin.

Despite the name, athlete's foot is not just a gym-fanatics condition. The reason many sporty people suffer from the infection is because they spend more time in communal changing rooms and often wear trainers – potential breeding grounds for fungi due to the warm, moist environment.

## activity

Look at these three products in your store and read the instructions for use. Complete the table below and also think about how you could pass this information on to customers. Discuss your answers with your pharmacist.

Product	Directions for use
Canesten AF Dual Action Cream	
Canesten AF Dual Action Spray	
Canesten Hydrocortisone	

## effective treatment from Canesten

### ▶ Canesten AF Dual Action Cream

- Treats the root cause of the infection
- Contains clotrimazole
- Broad-spectrum antifungal suitable for most athlete's foot sufferers
- Dual action: antifungal and antibacterial.



### ▶ Canesten AF Dual Action Spray

- Treats the root cause of the infection
- Contains clotrimazole
- Convenient and easy to use format
- Suitable for customers who find it hard to reach between the toes or who don't want to touch the infected area
- Dual action: antifungal and antibacterial.



### ▶ For inflamed athlete's foot Canesten Hydrocortisone

- Triple action cream relieves soreness, reduces redness and stops itching
- Contains clotrimazole and hydrocortisone
- Treats the fungal infection and relieves inflammation
- Suitable for sufferers with small areas of inflammation.

