

Keeping skin looking

Healthy & Hydrated

Addressing common skin concerns



The skin barrier, formed by the outermost layers of skin, has a crucial role in protecting the body by preventing water loss and keeping harmful substances out.^{1,2} When the skin barrier becomes weakened or damaged, the resulting loss of water can lead to increased sensitivity to irritants and allergens.¹

Many skin concerns are associated with a weakened skin barrier, including dryness, rough patches and itching.² Understanding your customers' specific skin needs will enable you to provide appropriate advice and make suitable product recommendations.

Common skin concerns

Sensitive skin involves hyper-reactivity to environmental factors.³ Seven in ten people say they have sensitive skin,⁴ described by symptoms such as dryness or a tight sensation.³ Dryness may also cause itching. Symptoms may worsen in dry or cold climates and may be triggered by other factors such as hormone changes, e.g. during the menstrual cycle.³

Dry skin is very common and may have a rough texture due to lack of moisture. These rough patches can flake or look scaly. Increasing age, lack of humidity, cold climates, work environments, genetics and some health conditions can all lead to dry skin. It is harmless but it may cause discomfort.⁵

Very dry, itchy skin refers to skin that is unable to retain moisture. When skin is very dry, it can become itchy. Scratching can cause the release of histamine, making the itching worse. Continued scratching can also lead to a broken skin barrier that may have other implications.⁶

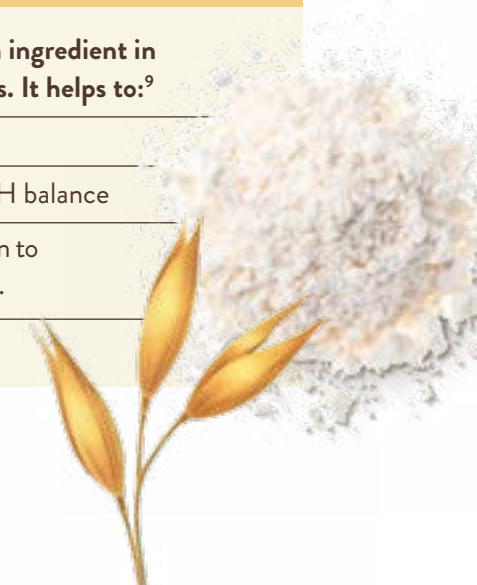
Rough and bumpy skin commonly affects children and young adults. It refers to the appearance of goose bumps that feel rough to touch. The skin can also feel dry and may sometimes itch.⁷

Rough and dull skin can develop with age because the skin's cell turnover process slows down, leading to a build-up of dead skin cells.⁸ A rough texture may also be associated with dry skin.⁵

Oat for skin concerns

Oat has been used as an ingredient in skincare for generations. It helps to:⁹

- Retain moisture
- Maintain the skin's pH balance
- Soothe dry skin to reduce itching.



Aveeno

Product recommendations

For more than 75 years, Aveeno® has been merging science with nature's soothing properties to help provide care for all skin types. This table gives an overview of some Aveeno products that you can recommend to comfort your customers' skin.



Aveeno products are dermatologist tested* and suitable for sensitive skin**

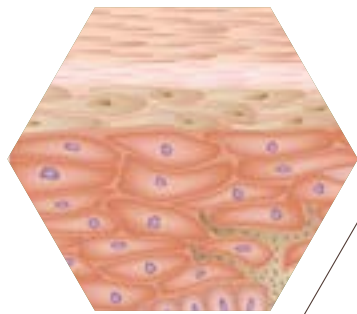
*Excluding Skin Relief Shampoo, Bath Soak and Daily Moisturising After Shower Mist
**Excluding Daily Moisturising Body Yogurt creams



Skin Renewal			Daily Moisturising	Skin Relief	Dermexa
Firming Lotion	Smoothing Cream	Gentle Body Scrub	Body Lotion	Moisturising Lotion	Daily Emollient Cream
					
Rough and bumpy skin and loss of firmness	Dry, rough and bumpy skin	Dry, rough and bumpy skin	Normal to dry skin	Very dry and tight skin	Very dry, itchy skin; also suitable for people who may be prone to eczema
With nourishing oat, naturally derived PHA and blackberry leaf extract	With nourishing oat, naturally derived PHA and niacinamide	With nourishing oat, naturally derived PHA, niacinamide and naturally derived beads	Nourishing oat	Soothing triple oat complex and shea butter	Soothing triple oat complex and ceramides
<ul style="list-style-type: none"> ✓ Gently exfoliates to reveal softer skin ✓ Significantly improves dull skin ✓ Clinically proven to hydrate, smooth and improve skin firmness and elasticity 	<ul style="list-style-type: none"> ✓ Hydrates and smooths ✓ Gently exfoliates rough and bumpy skin ✓ Softer, smoother and more even-looking skin in just one week 	<ul style="list-style-type: none"> ✓ Exfoliates for radiant and more even skin tone ✓ Improves dullness and uneven texture and skin tone 	<ul style="list-style-type: none"> ✓ Nourishes and protects normal to dry skin ✓ Helps to strengthen the skin's natural barrier to help protect against external aggressors and water loss 	<ul style="list-style-type: none"> ✓ Restores and strengthens the protective skin barrier to help protect against external aggressors ✓ Supports the skin's natural ceramide production 	<ul style="list-style-type: none"> ✓ Returns the skin to a natural pH level ✓ Clinically proven to help improve skin microbiome ✓ Clinically proven to help prevent flare ups of intense skin dryness
Moisturises for up to 24 hours Noticeably firmer skin in one week <small>Clinical study, 43 participants, 2021</small>	Moisturises for 24 hours In a study, 80% saw smoother, softer, more even-looking skin after first use <small>Home use tests, 155 participants, 2021</small>	Gets rid of dead skin build-up, revealing touchably soft, smooth skin in just one week <small>Clinical study, 111 participants, 2022</small>	*Hydrates for 48 hours after 4 weeks' continuous use	*Intensely hydrates for 72 hours after 4 weeks' continuous use	Healthy-looking, more resilient skin from day one

Understanding skin

The skin barrier and microbiome play a crucial role in protecting the skin.



The skin barrier^{1,2}

The outermost layer of skin, called the stratum corneum, contains the protein keratin and dead skin cells held together by a lipid matrix. This forms the skin barrier; the body's physical defense against the environment. The skin barrier is dead, but it protects the rest of the skin that is a living organism.

The skin microbiome^{10,11}

The skin is home to millions of microorganisms, including bacteria, viruses and fungi (microbiota) that are part of the skin microbiome. The skin microbiome is part of the physical layer that protects our bodies from the outside world. It can be affected by puberty, genes, environmental factors (pollution), diet and some lifestyle choices (e.g. smoking). It is important to support the skin microbiome to keep skin feeling healthy.

Providing great customer care

You can help make a real difference to customers' skin by engaging them in meaningful conversations and offering product application tips.

Conversation tips

People with skin concerns may have tried a multitude of products in the past, or they may be asking advice for the first time. Understanding their needs and preferences can help you when it comes to recommending products.

Consider the following:

- What are your customer's **main skin concerns**?
- Does your customer have **sensitive skin**?
- What does their **daily skincare routine** look like?
- Do they have any **personal preferences** to take into consideration?



Knowing what products are clinically proven to bring relief can be useful to make the most appropriate recommendations.

Top tips for dry and sensitive skin

You can share some tips with your customer to help keep their skin looking healthy and hydrated.¹¹⁻¹³

Moisturise

Apply a moisturiser immediately after washing to seal in moisture while the skin is damp



Don't oversanitise

This can disrupt the balance of the skin microbiome



Stay hydrated

Drink plenty of water



Use a humidifier

Particularly in the winter when skin loses its moisture and gets more dry



Go fragrance free

Avoid perfumed soaps, laundry detergents and moisturisers



Quit smoking

It can cause inflammation and disrupt the skin microbiome



Stop scratching

Smooth a moisturiser over the area instead, or use a cold compress for relief



Wash correctly

Limit bath/shower time to 5-10 minutes and use lukewarm, rather than hot, water



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