

Laundry Products & Sensitive Skin: How to Support Patients for Better Quality of Life

60-70% of women and 50-60% of men report having some level of sensitive skin.¹

Are you making laundry recommendations that protect your patients from potentially irritating ingredients like scents and perfumes?

Sensitive skin impacts patient quality of life

Painful and irritating — flare-ups of sensitive skin symptoms can have a profound impact on a patient's day-to-day activities. Posing as a barrier to participating in the things a person needs (or wants) to do, unmanaged sensitive skin symptoms can quickly result in adverse physical and mental health outcomes for your patients.

Broadly defined as a condition that can cause itching, burning, stinging, and dryness of the skin, sensitive skin presents differently for each patient.¹ Caused by many different factors, recent research shows that regular use of household items such as scented laundry detergents impacts the severity of a patient's sensitive skin symptoms — something that, when left unaddressed, can decrease patient quality of life.²

Scented detergents can be irritating to patients with sensitive skin

When most patients think about clean clothing, they often associate it with a fresh and powerful scent.

With many laundry products offering freshly scented options, sensitive skin patients may not be aware of the irritation fragrance can cause.

In a recent 2021 multi-national study, it was found that 4.1% of participants reported having an allergy to fragrance ingredients added to everyday household products like laundry detergent.³

It's time to bring the laundry routine into patient discussions

As a healthcare professional looking out for patients' best interests, it is time to bring laundry into the conversation about their personal care routine. To better support your patients with sensitive skin, we recommend healthcare professionals:

- Create an open line of discussion with your sensitive skin patients to learn more about their current laundry practices.
- Discuss the potential risks of using laundry products containing scents and perfumes, even if labelled as "natural" or made as "Bio" products from locally produced vendors.
- Offer specific recommendations for a laundry regimen that is entirely fragrance and perfume-free for the best results.⁴

Help your patients build a fragrance-free laundry regimen

As one of the easiest ways to support patients with sensitive skin, recommending a fragrance-free laundry regimen like the Tide, Downy, and Bounce Free & Gentle collection is a great option.



**Tide, Downy, and Bounce Free & Gentle Regimen.
#1 Dermatologist Recommended.**

Dermatologist-recommended and created with sensitive skin in mind, the **Free & Gentle regimen is a simple three-step process:**



• **Step 1: Clean** – Tide Free & Gentle's Lift and Block cleaning action cleans to the fibre level and prevents soils from redepositing.



• **Step 2: Protect** – Downy Free & Gentle provides a conditioning benefit by reducing friction between clothes and skin.



• **Step 3: Enhance** – Bounce Free & Gentle provides an anti-static treatment that has been shown to repel pet hair.

When working with patients struggling with sensitive skin, it is essential to bring the laundry routine into the discussion. By highlighting the importance of a fragrance-free laundry regimen that is designed without potentially irritating perfumes and scents, healthcare professionals can help patients improve their quality of life, allowing them to get back to doing the things they love.

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