

Dispelling Laundry Myths: What's Really Best for Sensitive Skin

MYTH: LAUNDRY PRODUCTS ARE NOT A TOP PRIORITY IN PATIENT SKIN CARE.

FACT: Laundry choices play a key role in supporting skin comfort, especially for patients with sensitive skin. Laundry products are often overlooked when making skin care recommendations for patients with sensitive skin, but they can have a significant impact, particularly for patients with atopic dermatitis, post-procedural skin, or other forms of skin sensitivities.

Textiles come into direct, prolonged contact with the skin and carry both visible and invisible residues. These residues include dirt, skin cells, skin oil, and sweat. Detergents that effectively lift soils and prevent them from redepositing on fabrics are key to maintaining fabric hygiene and comfort.

Additionally, 97% of dermatologists in Canada recommend the use of perfume- and dye-free detergents for patients with sensitive skin, recognizing that laundry choices are an important extension of daily skin care.¹

The Tide Free & Gentle laundry detergent is formulated without perfumes and dyes, and has earned recognition from both the Eczema Society of Canada and the National Psoriasis Foundation, making it a trusted choice for patients who need cleaning power without compromising skin comfort.

MYTH: DETERGENTS THAT CLEAN WELL ARE HARSH ON SKIN.

FACT: Tide Free & Gentle is gentle on skin and effective at cleaning. It is a common belief that strong cleaning means strong irritation. That is not the case with Tide Free & Gentle. "Free" detergents are formulated specifically for sensitive skin, with no added perfumes or dyes. This is a key reason why 97% of dermatologists in Canada recommend "free" detergents for their patients with sensitive skin.

Perfume- and dye-free is not enough. Each ingredient included in the formulation requires thoughtful consideration. The surfactants and enzymes in Tide Free & Gentle are carefully selected to balance effective stain removal with skin mildness. Tide Free & Gentle's formulation includes surfactants that clean without compromising skin comfort.

Similarly, enzymes enhance cleaning by breaking down stains and odour-causing particles. Enzymes used in Tide Free & Gentle have an established safety profile, and recent studies show they do not cause adverse skin reactions when used at typical concentrations in laundry products. With clinically demonstrated skin mildness and superior cleaning performance, Tide Free & Gentle demonstrates that there is no need to compromise. Patients with sensitive skin can have both clean clothes and comfort.

MYTH: PEOPLE WITH SENSITIVE SKIN MUST AVOID ENZYME-CONTAINING LAUNDRY DETERGENTS.

FACT: Enzymes used in modern laundry detergents have a long-established safety profile, even for patients with sensitive skin. It is often assumed that enzymes are too harsh for people with skin conditions like eczema or post-procedural sensitivity.

However, today's laundry detergents use enzymes, which have been safely incorporated into products for over 40 years worldwide. These enzymes remove stains and odour-causing molecules effectively and are specially designed to work in cold water, which offers both cleaning and environmental benefits.

Importantly, real-world use of enzyme-containing detergents has not been shown to cause skin irritation. Modern enzyme-containing products like Tide Free & Gentle are thoughtfully formulated to balance skin mildness with superior cleaning performance. The enzyme concentrations used have been tested and shown to be safe, even for those with sensitive skin.

MYTH: PERFUME- AND DYE-FREE LAUNDRY DETERGENTS ARE INEFFECTIVE AT CLEANING.

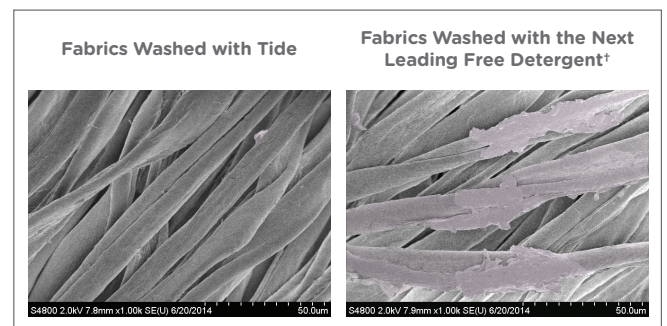
FACT: Perfumes and dyes do not clean clothes; surfactants, polymers, and enzymes do.

It is a common belief that regular detergents clean better because they leave clothes smelling fresh or looking bright. In fact, perfumes and dyes are not active cleaning agents; they are cosmetic additions that can actually pose irritation risks for patients with sensitive skin.

Tide Free & Gentle is formulated without perfumes and dyes, making it gentle on skin. Its Lift and Block Technology cleans down to the fibre level and prevents soils from redepositing, demonstrating superior cleaning performance compared to the next leading "free" detergent across a variety of testing methodologies.¹

Enzymes break up stubborn stains and surfactants to lift stains, dirt, and odour-causing molecules at the fibre level.

Concentrated polymers trap the dirt particles in wash water and prevent it from redepositing back onto the clothes.



[†] Original image in B&W. Soil has been colourized to show contrast. P&G data on file.

MYTH: AS LONG AS THE DETERGENT IS "FREE," IT IS FINE TO USE ANY FABRIC SOFTENER OR DRYER SHEET.

FACT: For patients with sensitive skin, the entire laundry regimen needs to be free of perfumes and dyes. Switching to a "free" detergent is an important first step, but it is not enough. In fact, 87% of people who use a "free" detergent report using scented fabric softener. This can reintroduce potential skin irritants back into their laundry.

Always remind your patients that the entire laundry routine needs to be "free." Every product that encounters the skin – detergent, fabric softener, and dryer sheets – can leave behind residues. These residues may irritate skin in patients with atopic dermatitis, post-procedural skin, or other sensitivities.

That's why Downy Free & Gentle fabric conditioner and Bounce Free & Gentle dryer sheets – hypoallergenic and free of perfumes – are specifically designed to offer your patients a complete "free" laundry experience.

The entire Free & Gentle three-step regimen is the only laundry regimen approved by the Dermatology Review Panel.

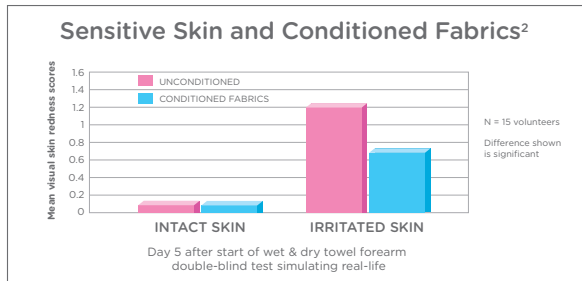
MYTH: FABRIC SOFTENER IS HARMFUL FOR PATIENTS WITH SENSITIVE SKIN, ATOPIC DERMATITIS, OR POST PROCEDURE.

FACT: “Free” fabric softeners, formulated without perfumes and dyes, can support sensitive skin.

It is a common misconception that all fabric softeners should be avoided by patients with sensitive skin. Scented or dye-containing products may cause adverse skin reactions, particularly in people with sensitive skin, atopic dermatitis, or post-procedural skin.

However, perfume- and dye-free softeners like Downy Free & Gentle are specifically designed to be gentle.

Clinical research shows that softened fabrics reduce friction against the skin, which may help minimize further skin irritation on already irritated skin. A forearm towel test simulating real-life contact showed that softened fabrics produced less irritation on already irritated skin compared to unsoftened fabrics.



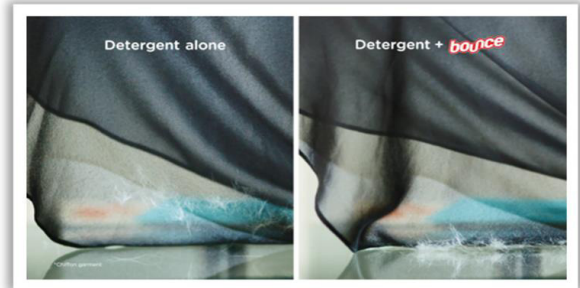
Downy Free & Gentle has earned the Seal of Acceptance from the Eczema Society of Canada and the Seal of Recognition from the National Psoriasis Foundation – making it a trusted choice for patients who need both comfort and caution. When chosen carefully, “free” fabric softener can be part of a supported laundry regimen – not something to avoid.

MYTH: ALL DRYER SHEETS ARE IRRITATING AND SHOULD BE AVOIDED BY PEOPLE WITH SENSITIVE SKIN.

FACT: Bounce Free & Gentle dryer sheets are formulated without perfumes and can be used safely as part of a complete “free” laundry regimen.

While many scented dryer sheets may contribute to skin irritation, Bounce Free & Gentle is hypoallergenic, making it a gentler option for individuals with sensitive skin.

Bounce Free & Gentle fights static, helps reduce wrinkles, and enhances fabric comfort, which makes clothes feel smoother against the skin. Additionally, it offers an anti-static benefit that helps repel pet hair.



Together with Tide and Downy Free & Gentle, Bounce Free & Gentle forms a complete three-step regimen that cares for both clothes and skin.

The power of recommendations in enhancing patient care

Incorporate laundry products into your consultations with sensitive skin patients by recommending the complete Tide, Downy, and Bounce Free & Gentle regimen, supported by clear scientific rationale, to enhance patient care and promote skin comfort. Be sure to remind patients that the entire laundry routine needs to be “free.”



#1 Dermatologist Recommended Laundry Products

Hypoallergenic. Free of perfumes

TIDE AND DOWNY FREE & GENTLE ARE RECOGNIZED BY THE ESC* AND NPF†

THE ONLY LAUNDRY REGIMEN APPROVED BY:



For more information, visit pgsciencebehind.com/en-ca/free-gentle

* Tide Free & Gentle Liquid Laundry Detergent, Tide PODS Free & Gentle Laundry Detergent, and Downy Free & Gentle Liquid Fabric Conditioner have all earned the Eczema Society of Canada Seal of Acceptance. † Trademark of Eczema Society of Canada/Société canadienne de l'eczéma, used under license.

† Earned National Psoriasis Foundation Seal of Recognition, excluding Bounce Free & Gentle dryer sheets.

References: 1. Johnson MB, Cella CE, Pessler A *et al.* Enhancing Patient Compliance for Usage of Laundry Detergents Free of Dyes and Perfumes: Potential Impact of Better Cleaning Performance. The National Society for Cutaneous Medicine 2020; 4(3):238-247. 2. Clinical research, forearm wet & dry towel test, Piérard GE *et al.*, University of Liège, Belgium.