

Identifying and managing sensitive skin triggers

What does sensitive skin look like?

If your patient's skin responds strongly to chemicals, dyes, or fragrances found in products that touch their skin, or they sometimes experience rashes and irritation from their clothing, they may have sensitive skin.

Some of the most common signs and symptoms of sensitive skin include¹:

- Red skin with or without swelling.
- Skin that itches, stings, or burns.
- Dry skin that may peel, crack, blister, or bleed.
- Patches of skin that feel dry, hard, and leathery.



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Identifying Common Triggers of Sensitive Skin

Taking the time to investigate potential irritants in the patient's workplace, outside environment, and home can help to make the connection between the trigger and their reactive skin.

"I recommend taking the time to do a series of elimination questions to find irritants and remove them from the patient's environment. Keeping a skin diary can also help identify patterns and potential skin irritation triggers. If there are multiple triggers, it can be helpful to eliminate all of them and slowly reintroduce them one at a time to isolate the specific trigger."

There are three main areas to explore:

Occupational Triggers:	Environmental Triggers:	Personal Care and Home Triggers:
<ul style="list-style-type: none"> • What type of work does the patient do? • Are they exposed to soaps, chemicals, latex gloves, or frequent hand washing? 	<ul style="list-style-type: none"> • Does the patient spend a lot of time outdoors? • Have they recently come in contact with poison ivy, oak, or sumac? 	<ul style="list-style-type: none"> • Is the patient using skincare products with potentially irritating ingredients like retinol or glycolic acid? • Is a fragrance-free, dye-free detergent, fabric conditioner, and dryer sheet being used?

To view the full list of sensitive skin triggers, visit www.pgsciencebehind.com/en-ca/free-gentle



The role of textiles in sensitive skin

Laundry products are frequently overlooked as a possible trigger of sensitive skin. Many patients are unaware of the irritation that fragrance can cause, and clothing and bed sheets washed in scented laundry detergents can lead to widespread rashes. *"As a dermatologist, I always recommend my patients use hypoallergenic, fragrance-free, dye-free laundry products like the Tide, Downy, and Bounce Free & Gentle regime as the first step in managing their sensitive skin."*

The entire laundry routine needs to be free!

When talking to patients about their laundry routine, it is important to remind them that the entire routine needs to be "free" from dyes and perfumes to avoid skin rashes and sensitivity. This includes fabric conditioners and dryer sheets.

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



THE ONLY LAUNDRY
REGIMEN APPROVED BY:



**#1 Dermatologist Recommended Laundry Products
Hypoallergenic. Free of perfumes.**

* 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 and Downy Purifying Rinse Free & Gentle.

References: 1. McCallum K. Sensitive Skin: Symptoms, Common Triggers & How It's Treated. Houston Methodist Hospital - Texas Medical Center. Feb. 2, 2022. Available at: <https://www.houstonmethodist.org/blog/articles/2022/feb/sensitive-skin-symptoms-common-triggers-how-its-treated/>