

YOUR GUIDE TO CARING FOR **SENSITIVE SKIN WITH TOLERIANE**

WHAT IS SENSITIVE SKIN?

The term 'sensitive skin' encompasses a variety of conditions and symptoms that can present differently in each individual. The severity of sensitivity can vary from occasional reactions triggered by external factors (reactive and allergy-prone skin that commonly displays as a temporary rash, itching or burning sensation) to extreme sensitivity and discomfort on a daily basis, a prominent feature of chronic skin conditions including rosacea, atopic eczema and seborrheic eczema.

Around 45% of the UK population are concerned with their sensitive skin¹

On the other end of the spectrum, sensitive skin can present as subjective symptoms such as dry patches, tightness, blemishes and redness that can be experienced inconsistently by all skin types. It is most commonly experienced on the face as the skin is thinner and more delicate than the rest of the body, and greater exposure to triggering factors. Regardless of the severity, sensitive skin can have a negative impact on quality of life, mood and self-esteem and it is important to understand your individual triggers to manage your skin effectively.

HOW DO I KNOW IF I HAVE SENSITIVE SKIN?

If you experience any of the below symptoms, you are likely to suffer from sensitive skin:

My skin...

- often feels tight and uncomfortable
- is sometimes sore or sensitive to touch
- reacts to skincare
- can feel itchy after wearing coarse, synthetic fabric
- becomes itchy or develops a rash after contact with irritants
- turns red and dries out after a hot shower or bath
- becomes irritable after continued washing with hard water
- has patches of redness that may or may not fade
- has areas of uneven texture with dryness and flakiness

WHAT CAUSES SKIN SENSITIVITY?

The root cause of most sensitive skin is a dysfunctional skin barrier. When the skin's natural barrier function is compromised this leads to an excess of transepidermal water loss (TEWL).

This means that the skin is losing more water than normal which weakens it allowing various external aggressors to penetrate and cause irritating symptoms.

The skin barrier can be affected by both internal and external factors. The causes may be:

Weather & the environment

Harsh environmental factors such as wind, UV rays or pollution can lead to prickling or burning sensations. Weather and temperature extremes also play a role in skin sensitivity as both extreme heat and harsh cold weather can dehydrate the skin and can trigger irritation.

Physiological factors

Hormone fluctuations (such as those caused by stress, puberty, periods, pregnancy or the menopause) can affect skin's resistance to irritants. Skin age can also play a role as older and younger skin is more fragile. Genetic predispositions to skin dryness, atopy and allergies are also key factors.

Lifestyle factors

Unhealthy lifestyle factors include sleep deprivation, stress, poor nutrition and reduced fluid intake (dehydration). These factors are known to reduce the protective functions of the skin meaning that it is unable to repair itself properly.

Contact irritants

Common everyday items can cause irritation and trigger symptoms. These include synthetic clothing, chlorine, pets, dust mites, skincare ingredients and even hard water. Reaction can occur immediately or even hours or days later.

TIPS FOR MANAGING MY SENSITIVE SKIN

There are ways to help you manage sensitive skin, here are our top tips:

1. Simplify your skincare regime

The most effective way of treating sensitivity is with skincare that will help to soothe itching and dryness while working to restore hydration and strengthen the skin's natural barrier. Try to use hypoallergenic products with minimal ingredients to avoid irritation.

2. Avoid over-stripping the skin

While we recommend maintaining good hygiene when managing skin sensitivity, make sure to use a gentle wash/cleanser that is formulated for sensitive skin. Try to avoid harsh astringent formulas or scrubs as they can strip the skin of essential lipids and oils that keep the skin barrier strong. Keeping the skin hydrated is important as dry skin can increase our exposure to potential allergens.

3. Avoid and protect skin from external aggressors

This can be managed through various protective measures such as avoiding triggering factors discussed previously. Try to pay attention to your diet to look for food triggers (for example spicy food, alcohol etc), avoid excessive touching of skin and eyes, and aim to protect the skin from pollution and UV rays by wearing a daily broad-spectrum sun protection.

A ROUTINE FOR REACTIVE, SENSITIVE AND INTOLERANT SKIN

GENTLY CLEANSE

TOLERIANE DERMO-CLEANSER

- ✓ Gently removes make-up and impurities



Apply with finger tips and massage in. Wipe off using a fresh, damp cotton pad or rinse with water.

HYDRATE & CALM

TOLERIANE ULTRA CRÈME

- ✓ Immediately soothes and hydrates for intense, long-lasting relief



Apply to the entire face and neck every morning and/or evening using clean hands.

SOOTHE SENSITIVE EYES

TOLERIANE ULTRA YEUX

- ✓ Hydrates and soothes irritated or dry skin around the eyes



Apply with light pressure all over the eye area using clean hands. Use morning and evening. Also suitable for peri-ocular eczema.

Available from pharmacies nationwide and online at: www.laroche-posay.co.uk / www.laroche-posay.ie

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