

Dry skin.

Support and advice for patients.

Supported by
Bio-Oil®

What is dry skin?

Dry skin is a common condition usually caused by insufficient oil production in the skin, causing the top layer of skin to dry out.

In effect, the skin's natural barrier function becomes compromised, resulting in moisture loss. Dry skin can become flaky, itchy or even cracked which can lead to inflammation.

Although dry skin can be experienced anywhere on the body, the most vulnerable areas are those with fewer sebaceous (oil) glands. These include the hands, arms and legs. Areas that experience friction, such as ankles and soles of the feet, are also likely to be affected. Dry skin is often linked to sensitivity or irritation.

Dry skin versus healthy skin

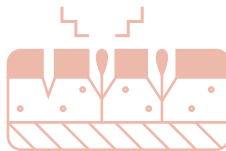
 Irritation and dryness

 Sebum

 Keratinocyte layer

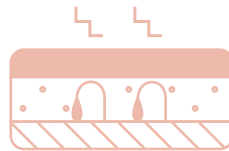
 Moisture

 Keratinocytes



Dry Skin

Moisture escapes easily, leaving skin prone to irritation.



Healthy Skin

Sufficient moisture is preserved; skin is not prone to irritation.

How to identify dry skin.

Symptoms to look out for:

It is important to stop moisture escaping from the skin by using an occlusive (e.g. oils & butters) which help to create a protective layer on the skin and support the skin barrier.

- A dull or red/pink colour
- Peeling
- A flaky texture
- Inflammation

Note: if a patient has repeatedly itched, the skin may appear thicker (lichenified) and may become darker or lighter than the surrounding skin.

Dry skin causes

Dry skin can be caused by both internal and external factors. It's best to explore all possible causes when talking to customers about finding a solution.



Physiological

Lack of protective oil (sebum) on the skin, resulting in water evaporating from our body causing dry skin.



External

- Cold temperatures
- Heating
- Hot water
- Detergents, washing and bathing products SLS
- Swimming, air travel



Ill health*

- Diabetes
- Eating disorders and malnutrition
- Hypothyroidism
- Kidney disease, dialysis
- Menopause and hormonal imbalances
- Atopic dermatitis, Psoriasis

* It's always worth asking the patient if they are on any medications to see whether it might be a side effect, particularly if the dry skin has started following a new medicine. Some medications could include diuretics like hydrochlorothiazide or furosemide, Retin-A, cholesterol medication like pravastatin and simvastatin or Accutane.

How to treat dry skin.

There are three important aspects to consider when hydrating skin:

- 1 It is important to stop moisture escaping from the skin by using occlusive e.g. oils & butters, in effect, creating a protective layer on the skin supporting the skin barrier.
- 2 Attracting and binding moisture in the skin can be achieved by using a humectant, such as glycerin.
- 3 Emollients improve the appearance of the skin by smoothing flaky skin cells.

When combined, the **three elements** can have a significant effect on treating dry skin.



Occlusive agents

Form a protective layer on top of skin to seal water in



Humectants

Draw water in to the skin



Emollients

Fill in and smooth the skin

Specialist
dry skin
formulation.



Bio-Oil® Dry Skin Gel.

A new way to treat dry skin

Our breakthrough new Dry Skin Gel replenishes the skin's barrier and deeply moisturises.

The unique gel-to-oil texture absorbs easily and creates a protective film to resist moisture loss and restore dry skin to its optimal hydrated state.

Skincare, made smarter

With just 3% water, this highly potent formulation blends emollients such as shea butter and humectants like glycerine and urea, along with skin soothing ingredients such as vitamin B3 for an exceptional moisturising result.

Glycerine

Shea Butter

Niacinamide B3

Urea

Chamomile

boosts hydration

nourishes and moisturises

helps protect skins moisture barrier

smoothes and softens

soothes and calms

User trial results

- ✓ 62% agreed that 'Bio-Oil Dry Skin Gel is better than any product they have ever used before to combat dry skin'¹
- ✓ 82% agreed that 'they saw a difference in just two days'²
- ✓ 86% agreed that 'their dry skin improved over the course of a two-week period'¹

Application

Dry Skin Gel can be used all over the body, and massaged in small circular motions until fully absorbed. Apply a small amount to dry skin as required. Use less than you would when applying a cream.

Bio-Oil Dry Skin Gel is non-comedogenic (doesn't block pores) and gentle enough to be used on sensitive skin.³ Not suitable for children under the age of 3.

Find out more about Bio-Oil Dry Skin Gel:


www.bio-oilprofessional.co.uk

How to support patients.

Healthcare professionals working in primary care, such as pharmacists and nurses, are well placed to support patients with dry skin. Many patients may feel frustrated or concerned about their dry skin.

To be able to advise them, start with asking open questions beginning with 'what' or 'how'.

- > How has your skin been troubling you?
- > What does your skin feel like? Does your skin feel 'tight' after cleansing?
- > Is this a long term problem or has there been a new trigger i.e. medication illness, swimming etc?
- > Is it associated with a rash e.g. eczema, psoriasis?
- > What makes it better and what aggravates it?
- > How have you tried to relieve it?



Areas of the body with fewer sebaceous (oil) glands, such as the **hands, arms and legs**, are the most vulnerable to dry skin.

Caring for dry skin.

Patients can be offered the following practical tips to help improve their dry skin:

1 Emotional triggers:

Stress and anxiety can cause dry skin to flare-up. Patients may feel uncomfortable talking about these topics openly, so it is important to ask if they would prefer to talk in private.

2 Pre-existing conditions:

Diabetes and hypothyroidism are two health conditions known to cause dry skin. Ask your patient about their health and any medications they may be taking.

3 Choose the right products:

- **Avoid products that are harsh for the skin:** This includes products with sodium laurel sulfate, soap, alcohol and fragrances which can strip the skin of its natural oils. When the skin barrier is dry it is vulnerable to irritation and inflammation.
- **Choose a long lasting, 100% active treatment:** for example Bio-Oil Dry Skin Gel where all its ingredients contribute to treating dry skin.

4 Keep hydrated:

Dry skin can develop from dehydrated skin. Keeping hydrated with regular fluids will reduce dehydration.

5 Be sensitive with internal aggravators:

The skin is extremely sensitive and will be aggravated by both extreme hot and cold temperatures.

- **Avoid hot showers:** Hot water will strip the skin of its protective oils.
 - **Provide fresher air in the home:** A humidifier can be helpful to reduce the hot air's drying effects.
 - **Wrap up warm:** Dry skin is most likely to occur in the winter and so it needs to be protected with warm clothes.
- 6 Take care:**
- **Try not to scratch:** It's tempting, but scratching releases more histamine and further pruritis. This starts the itch/scratch cycle and scratching can introduce bacteria into cracked skin.
 - **Be gentle:** When cleansing, take your time and use gentle, circular motions.

References

- ¹ Ayton Global Research UK, Study Report - Dry Skin Product User Trial, two-week trial on 102 dry skin sufferers. 2017. Data on file.
- ² Stephens & Associates (2018), A Split-Body, Evaluator-Blinded, Controlled Clinical Trial to Assess the Efficacy of a Moisturizing Product. Stephens Study Number: C17-D127. Data on file.
- ³ ProDERM Institute for Applied Dermatological Research, Germany. Data on file.



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