

Healthy News

from **AproDerm®** *What your skin would choose*



Issue One - Summer 2020

Welcome to our newsletter

Summer has finally arrived and so has our first newsletter!! We hope that these newsletters help you to keep updated on our latest news and blogs. Along with these, we will provide you with useful skincare tips and information about the fantastic products we have to offer.

In this edition...

- Skin Care and COVID-19
- Healthy Diet and Healthy Skin
- Our Story
- What is Eczema?
- Benefits of Colloidal Oatmeal

If you would like to see more skincare related content, follow us on:



Skin Care and COVID-19



As we find ourselves challenged with facing the many difficulties of COVID-19, at least one of those challenges we can try and gain some control over is the effects frequent handwashing and the use of hand gels has on our skin.

Amongst the numerous pieces of advice that we are given by the Government to protect ourselves and others from COVID-19 is to wash our hands more frequently and thoroughly with soap and water for a minimum of 20 seconds (the length of time it takes to sing Happy Birthday twice). »



available at
amazon

The Benefits of Colloidal Oatmeal

- Oats have anti-aging properties. This is due to the beta-glucan found within them as it stimulates the production of collagen which smooths out any fine lines and wrinkles
- Proven to protect and restore your skin's barrier as well as calm any redness or itching caused by dry skin
- Colloidal oat also acts as a gentle exfoliator for skin so it's excellent for removing dead cells
- Cleanses the skin by absorbing dirt and dead skin cells
- Hydrates the skin by reducing the rate of water loss as well as naturally attracting and retaining moisture
- Maintains the skin's pH (skin buffer), which in turn helps it to become less dry and itchy

As you can see, oats are an amazing grain and in order for you to experience their full benefits on your skin, we've ground them to make our AproDerm® Colloidal Oat Cream. To try for yourself [click here](#)



[BUY NOW FROM AMAZON](#)

This will help wash away virus particles as well as bacteria that can be found in dirt or flaking skin.



We understand that frequent handwashing with soap and the use of alcohol-based hand sanitisers can dry out your hands and exacerbate skin conditions, such as eczema or psoriasis. To combat this the **National Eczema Society** recommends that those with eczema wash their hands with soap and water, then while the hands are still wet re-wash with an emollient. Dry your hands and moisturise with an emollient.

Obviously, if things get really bad you should always consult your dermatologist or GP.

Whilst you are out shopping or doing any other essential tasks you may choose to use alcohol-based sanitising gels, which can dry and irritate eczema and dry skin, so always apply your emollient straight after using to minimise this effect.

COVID-19 is transmitted through our mucous membranes so try not to touch your face especially your nose, eyes and mouth. Not as easy as it sounds as apparently we touch our faces up to 16 times an hour! For information on how to stop touching your face [click here](#).

Regular use of **AproDerm® emollients** will help to soothe, moisturise and protect the skin on your hands and reduce the drying effects of frequent handwashing and hand gels. ■

Washing your hands

Simple right? Apparently not, make sure you:

- Wet your hands with water
- Apply soap (enough to cover your hands on both sides)
- Rub your hands together (front and back) and clean in between the fingers as well as under your fingernails
- Rinse thoroughly under running water ensuring that you remove all the soap
- Dry hands thoroughly – preferably with a disposable paper towel

When using a hand sanitiser:

- Apply a generous amount onto the palm of your hand
- Rub all over both hands
- Cover the backs, the fronts and especially the fingertips

To reduce the drying and aggravating impact of frequent washing and the use of alcohol gels, those with eczema or dry skin should follow these simple steps:

- Wash with soap and water using the method described above
- Re-wash with an emollient such as **AproDerm® Colloidal Oat Cream** or **AproDerm® Emollient Cream**, both of which are soap substitutes
- Pat your hands dry as rubbing can irritate the skin
- Apply an emollient from the **AproDerm® range** to moisturise your hands and keep them hydrated
- Re-apply your emollient throughout the day if your hands feel dry and after every handwash to reduce the risk of your eczema or dry skin getting worse
- **AproDerm® Ointment** is great for very dry skin and to apply to your hands for overnight protection
- Wear gloves when using cleaning products and detergents as these can irritate hands. Many disposable gloves contain nitrile, a synthetic rubber which has better chemical resistance than latex or vinyl gloves, as such these are best

Healthy Diet and Healthy Skin



There's a saying that we are what we eat, and increasingly scientists are proving that our diet has a significant impact on the way our bodies look and function.

Food provides the fuel for our cells, the protein to rebuild tissue, and the vitamins and minerals to facilitate essential processes. You may be aware that too much fast food, saturated fat, salt and sugar can affect your cardiovascular and digestive systems.

But a poor diet doesn't just affect your inner health, it can also cause problems with your skin. There is a strong link between nutrition and skin condition. Beauty really does come from within.

The Mediterranean Diet is being increasingly recommended as a way of boosting health. Sadly, it's not about piles of pasta, pizza and gelato – instead, it focuses on fresh seasonal produce, fresh fruits and vegetables, lean protein, whole grains and healthy fats. ■

[READ FULL BLOG](#)

Cut down on:

- Processed food
- Red meat
- Salt
- Saturated fats
- Refined carbs



Choose:

- Poultry, fish, seafood and eggs
- Fruit and vegetables, choose a rainbow coloured selection for maximum micronutrient punch
- Whole grains
- Legumes, nuts and seeds
- Healthy fats, such as olive oil or avocado
- Herbs and spices
- Dairy produce in moderation only, preferably choosing cultured milk products like kefir, yogurt or ricotta
- A little wine, in moderation



5 Tips When Exercising and Bathing

- Wear light, **loose** clothing which is **breathable** - cotton is ideal
- **Remove sweat** regularly by patting the skin with a towel
- Drink plenty of water and **stay well hydrated** whilst exercising
- Shower immediately after exercising
- **After bathing** apply an emollient to skin that is **almost dry**

[FIND MORE TIPS HERE](#)

AproDerm® Ointment

Suitable from birth, our most hydrating emollient, **AproDerm® Ointment** is great on very dry skin, including for those suffering from moderate to severe eczema.

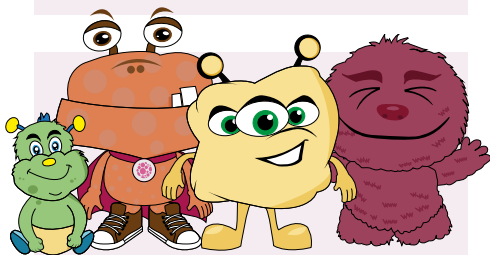


Our Story

To many people, having eczema might not seem like a big deal, it's just a bit of dry skin, right? But my husband and I have seen how much it can affect people's lives. As parents and pharmacists, you understand the effects any condition can have on everyday life and the battles people with eczema can face on a daily basis. The constant itching, the blood-stained clothes and bedsheets, the sleepless nights tending to her sore, inflamed skin. Eczema is known as a disease of the skin, but it's not only the skin it affects. It can affect the mental health and wellbeing of not only the individual but those close to them as well. Long-term suffering impacts the quality of the lives of the people who have it as well as those of us who care for them.

Even though our daughter was only 6 months when she was diagnosed, we were already worrying about what the other school children would say and if she would get teased. After most of our eczema-related questions were answered, the doctor recommended a few creams to us and by the end of that day our bathroom cabinet was lined with a selection of creams, ointments and even bath additives.

[READ THE REST OF OUR STORY](#)



The Kids Zone

Join Captain Apro and his team Dermo, Eczii and Emolli as they whizz around the galaxy in their AproRocket Protecting Against Dry Skin. Learn all about their AproDite Code and how they can help your child with their Eczema, Psoriasis or Dry Skin.

[VISIT THE KIDS ZONE NOW!](#)



What is Eczema?

The word eczema comes from the Greek word ekzein, meaning to boil and anyone who has suffered the red, irritated and inflamed skin condition will understand why the term originated; when the skin flares up, it really can feel like it's bubbling and boiling over.

Eczema or atopic dermatitis is largely an inherited dry skin condition characterised by inflammation and itching. Sadly, there is still no cure for eczema, however many people grow out of the condition and while you're waiting, there are very effective treatments to ease irritation and soothe the skin.

What are the signs and symptoms?

The inflamed skin of eczema will appear red and dry, especially on the face, neck and wrists and in the bends of the elbows and knees. Scratch marks and bleeding are also common, because the rash can be ferociously itchy, often disturbing sleep and affecting concentration in the school or workplace.

When eczema flares up, blisters may develop and the skin may become moist, or weep fluid. Chronic, longstanding itching and inflammation can lead to the skin becoming thickened and rough, this is called lichenification and can lead to even more itchiness. It's all part of the frustrating itch-scratch cycle, with itching causing scratching causing more itching, so it's vital to take control of the skin and break this vicious cycle. ■



Common Triggers

- Soap, detergents and cleaning products
- Infection and illness
- Swimming
- Stress
- Hormonal changes during the menstrual cycle in women

[LEARN MORE](#)