

# Healthy News

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



Issue Two - Autumn 2020

## Welcome to our newsletter

The Autumn breeze has brought along our second newsletter. Keep reading to stay up to date on our latest news and blogs. Not to mention all the useful skincare tips and information we have on offer about our amazing products.

## In this edition...

- Stress, the Skin and Mental Health
- Alternative Advent Calendar Ideas
- Get your FREE Flu Jab
- What is Psoriasis
- Benefits of AproDerm® Barrier Cream

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



## Stress, the Skin and Mental Health



Mental health problems affect as many as one in four people every year and they don't just affect the mind. Mental health disorders can impact your psychological, emotional and physical wellbeing, causing problems with the healthy function of your body and your skin.

Mental health is defined by the World Health Organisation as: 'A state of well-being in which every individual realizes his or her own potential, can cope with the normal stresses of life, can work productively and fruitfully, and is able to make a contribution to her or his community'. »



available at  
**amazon**

## Benefits of AproDerm® Barrier Cream

- Gentle enough to be used from birth
- Forms a breathable layer on the skin, which defends against nappy rash as well as helping to treat it
- Advanced triple action formula. Designed to **protect** baby's skin from the irritating effects of wee and poo, promote healing whilst **moisturising** and **conditioning** the area
- Free from SLS, parabens, fragrances and colours, these unnecessary additives can irritate delicate and vulnerable skin
- Can be applied at every nappy change to protect your precious little one's delicate skin
- Non-sticky so glides on easily
- Scientifically formulated - so you only need a small amount to cover baby's bottom
- Maintains the pH balance of your little one's skin
- Easy-opening, no mess flip top lid
- Doesn't clog nappy pores so allowing maximum absorption
- AproDerm® Barrier Cream... What a relief!



BUY NOW FROM AMAZON

### Stress and the skin

If you've found that your skin suffers during times of tension, you're not alone. Spots, rashes and skin flare-ups can be aggravated by stress. The stress chemicals affect the body from top to toe. They alter blood flow to the skin and can suppress the immune system, which can trigger skin problems including psoriasis, eczema, acne, itching, and redness of the skin.



### Stress, eczema and dry skin conditions

A number of different factors can trigger itching and eczema. For many people, psychological stress can cause a flare-up or aggravate their skin condition. Eczema can make you feel stressed, and stress can make your eczema worse; it's a frustrating vicious cycle that can seriously affect your quality of life.

Stress has effects on the body's immune response and the skin's barrier function, which can increase the risk of an eczema flare. Stress can also make you more likely to scratch that itch. Adam Friedman, Professor of Dermatology at George Washington University said that stress can increase the urge to itch:

*'We know that when people are stressed, there's an increase in nerve signalling that causes itch. That can cause people to scratch or pick at their skin.'*

The problem is, scratching can further damage the skin's protective barrier, making it inflamed, irritated and increasingly itchy. So, it's important to learn how to cope with stress, break the itch-scratch cycle and soothe your skin. ■

### Stressbusting

Stress-reducing techniques can help you manage when the going gets tough, improve your skin and boost your wellbeing. It's difficult to get rid of all of life's pressures and pitfalls, however making a few small changes to your routine can make a big difference and help you cope with your daily challenges:

#### Exercise

Exercise is an excellent stressbuster, helping to protect against the negative effects of stress in many ways: it can stimulate the release of endorphins, the body's feel-good hormones, and physical fitness can protect the body from stress-related diseases.

#### Take time for yourself

It's easy to focus on friends, family or work - but make sure you also make space for the things that you love to do.

#### Mindfulness meditation

Staying in the moment by practicing mindfulness meditation can help ease symptoms of stress.



#### Social support

A problem shared can be a problem eased, if not actually halved. Research shows that people with close friends can benefit from emotional support that protects against stress and can help them through difficult times.

#### Skin protection and treatment

Stress scratching can inflame, irritate and damage the skin. By moisturising with the **AproDerm® Range** and controlling inflammation you can break the itch-scratch cycle and prevent scratching becoming a habit.

READ FULL BLOG

# Alternative Advent Calendar Ideas



As the autumn evenings draw in our thoughts turn to Christmas decorations, food and presents and...

Now is the time to think about advent calendar ideas. Children with allergies may want a chocolate advent calendar. However, there's always the chance that it may aggravate their dry skin and make their skin complaints worse. If this has been the case in the past, here's some advent calendar ideas in the lead up to Christmas.

**Books** - buy 24 children's books with a Christmas or festive theme and wrap them up. Every morning your children can unwrap their book and look forward to reading their new books later in the day. If they're Christmas or winter themed books, make sure to collect the books up and store them away for next year.

**Paper bags** - get 24 paper bags and number them 1-24. Inside each bag you could pop in a little sweet treat, a new book, a new pair of gloves, and / or a pair of pyjamas. It can be as

cheap or as extravagant as you want to make it. The children will love coming down the stairs each morning and discovering what's in their advent bags.

**Fabrics** - if you're rather handy with a needle and thread you could make your own fabric advent calendar complete with pockets from 1-24 or stitch stockings from 1-24. You will only need to make them once and they will become a firm family favourite every Christmas. Fill each pocket or stocking with little treats such as hair bobbles, action figures or mini pieces of stationery.

**Acts of kindness** - if you've got older children who want to help others then you could come up with 24 random acts of kindness for each day of advent. There are lots of ideas to choose from and it doesn't have to cost you anything. Ideas such as 'say something nice to a friend today', donate an old book to the local hospital or buy a stranger a cup of coffee. The children will want to see the reaction of strangers upon receiving their random act of kindness. ■



## 5 Tips on How to Apply Emollients

- Wash your hands before use
- Patch test - apply onto an area of skin, leave for 48 hours, if there's no reaction, apply all over
- Apply gently, following direction of hair growth. Don't rub as this irritates the skin
- Leave a thin layer on skin to soak in
- After bathing, applying to almost dry skin locks in more moisture
- Bonus tip. The drier the skin, the more often you have to apply to hydrate it.

FIND MORE TIPS HERE

## AproDerm® Emollient Cream...

is suitable to use on everyone, from newborns to the elderly. A soothing 2 in 1 moisturiser and soap substitute that helps calm redness and inflammation caused by eczema, psoriasis and other dry skin conditions.



## Get your FREE Yearly Flu Jab

Although flu can have you feeling worse for wear, in a healthy person it tends to clear up on its own in around seven days. However, in certain at risk groups, flu can end up being more severe and they are more likely to develop potentially serious complications.

Each year flu vaccines are offered on the NHS to help protect these groups and they include:

- Those aged 65 and over
- Children or adults with:
  - An underlying health condition like long-term heart or respiratory disease
  - A weakened immune system
- Pregnant women

### Can I get the flu vaccine on the NHS?

This year, you will initially be offered vaccination if you are:

- 65 years and over
- Pregnant
- Diagnosed with certain medical conditions (this includes children from 6 months old in at-risk groups)
- Living with someone at high risk from coronavirus (i.e. on the NHS shielded patient list)
- A child
  - Aged 2 or 3 on 31 August 2020
  - In primary school
  - In year 7 (secondary school)
- A frontline health or social care worker

If you are aged 50 to 64 and do not fall into one of the at risk groups you may also be offered the vaccine later in the year.

### Where can I get the flu vaccine?

The flu jab is available from:

- Your GP surgery
- Some local pharmacies
- Your midwifery service if they give it to pregnant women

We may see the NHS overstretched this winter due to there being a combination of flu and Covid-19 patients. So do your bit to help relieve some of the pressure and get your jab.



## What is Psoriasis?

Psoriasis is a term derived from the Greek word psōra which means itch and is a common, long lasting, inflammatory skin condition which affects 1-3% of the UK population and about 80 million people worldwide.

Psoriasis is not contagious – you cannot catch it by touching someone who has it. Many factors play a role in psoriasis and these include your

genes, your immune system and environmental triggers resulting in inflammation and the formation on the skin surface of red, raised plaques, with silvery-white scales and sharp edges that vary in shape and size. Psoriasis can be itchy and the plaques can be dry and cracked making the skin feel sore.

The plaques can appear anywhere on the body but most commonly affect the scalp, the outer surfaces of the knees and elbows and the lower back. A person who is affected by the condition will go through periods where it worsens (known as flare-ups) and, although it is not curable, will have times when it gets better (known as remissions). ■



### Common Triggers

- Anxiety & Stress
- Skin injury
- Excess Alcohol
- Smoking
- Sunlight
- Infections
- Medication
- Hormonal changes

[LEARN MORE](#)

## The AproDites have landed!



## Itchii's AproVentures: Meet the AproDites

Our online book tells the story of Itchii, who feels sad and keeps scratching – will Captain Apro and his team of AproDites be able to help him soothe his sore skin? Or... will irritating eczema strike again? Click the link to find out and let your AproVenture begin.

[READ NOW](#)