

Healthy News

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



Issue Four - Spring 2021

Welcome to our newsletter

The birds are singing, the days are becoming longer and blossom by blossom Spring begins. It has been said that *"spring adds new life and new beauty to all that is"* (Jessica Harrelson). Allow your skin to blossom this season by taking a look at the skin care tips and advice we have put together for you.

In this edition...

- How to Hydrate your Skin
- Benefits of AproDerm® Emollient Cream
- Why 'Beauty Sleep' isn't a Myth
- 3 Spring Skin Care Tips
- How Pregnancy Can Affect Existing Skin Conditions

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How to Hydrate your Skin



Together with the air we breathe and the food we eat, water is one of the essential factors for life. Water makes up a staggering sixty percent of our bodies and an even higher proportion of our skin (64%), so maintaining hydration is essential for the way the body functions and looks.

When the skin lacks moisture, it will appear less plump and fresh. Dehydration and dryness increase the rate at which skin cells die. Dead cells on the surface of the skin can cause an ashy, dull and scaly complexion. Dry skin is also more prone to xerosis and eczema flare-ups but the good news is there's much »



available at
amazon



Benefits of AproDerm® Emollient Cream

- A moisturiser gentle enough to use from birth
- After showering apply to nearly dry skin to trap in moisture and rehydrate your skin
- A soothing moisturiser to help calm redness or inflammation caused by eczema, psoriasis and other dry skin conditions
- Creates a protective layer which helps relieve irritation giving your skin time to heal
- Completely free from SLS, parabens and fragrances, which can irritate sensitive skin



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that can be done to help hydrate your skin, from the inside and out.

Water, water everywhere

It's no good piling on the moisturisers if you're not hydrating from within. Drink plenty of water throughout the day to keep your skin looking good. Remember that cola, coffee and other caffeinated drinks may boost your energy and ease your thirst, but they're also diuretics. Although they will top up your fluid levels, they'll also stimulate your body to urinate and release lots of it back out! So, swap your morning cappuccino for herbal tea or some boiled water with lemon and sip from a water bottle throughout the day. Your skin will thank you for it.

Nourish your skin

For too long a low-fat diet has been promoted and fat is seen as health enemy number one. However, healthy fats are vital for the wellbeing of our bodies. Essential Fatty Acids, like Omega 3, are particularly crucial for the skin, with deficiencies causing dryness, itching and irritation.

Rich sources of Omega 3 include oily fish like mackerel, salmon, tuna and crab as well as nuts, seeds, vegetable oils, green leafy vegetables and soya. One study suggested that omega-rich flaxseeds were nature's wrinkle-busters. In research, people who were given daily supplements of Omega 3 for six weeks had better hydrated skin; they also noticed less skin irritation and

redness. Why not sprinkle some seeds on your cereal every day?

Don't forget sun-protection

Sun exposure increases the rate of water evaporation from the skin, and inflamed, sunburnt skin is particularly vulnerable. Summer is a great time to remember the importance of sun protection.

However, even when you look out of the window and sigh at the gloomy, grey skies remember the sun's rays can penetrate through the clouds. It's essential for protection against dryness, cancer and aging to apply sunscreen every day.

The British Association of Dermatologists recommends:

- Protecting the skin with a hat, t-shirt and sunglasses.
- Staying in the shade between 11am and 3pm on sunny days.
- Using a high protection sunscreen of at least SPF 30 and applying it generously and frequently when in the sun.

Help with humidity

In the summer months, it's tempting to dial up the air con, which can dry out the room and your skin. Counteract this effect by making a simple home-made humidifier. Pop a damp cloth over a rail, or leave a bowl of water in each room to slowly evaporate into the air, adding moisture to the environment.

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Why 'Beauty Sleep' isn't a Myth



When was the last time you looked in the mirror at bedtime and thought you needed your beauty sleep? Is there really a link between a good night's sleep, your health and the condition of your skin?

We spend about a third of our lives asleep. That may seem like a lot, but sleep is as vitally important for your body as eating, drinking and breathing. However, a report by the Royal Society for Public Health found that "the UK public is under-sleeping by an average of almost an hour every night". One out of the eight hours adults are recommended to sleep may not seem that bad, especially when there are so many other things you could be doing instead! But sleep is strongly related to health; poor sleep can increase the risk of having poor health, and poor health can make it harder to sleep, creating a vicious cycle.

The Importance of Sleep

Sleeping well boosts your overall health in many ways:

- Sleep helps to lift your immune system; therefore, a lack of sleep can increase your chances of falling ill
- Sleeping less than 7 hours a day may cause you to put on weight
- An endless spell of sleepless nights can lead to depression and/or anxiety
- Studies have suggested that sleeping less than 5 hours a night may increase the risk of developing type 2 diabetes by changing the way our bodies process glucose
- An extended period of sleep deprivation seems to be associated with an increase in heart rate and higher blood pressure, which may put additional strain on your heart
- Lastly, a lack of sleep can affect fertility in both women and men, as regular sleep disruptions can reduce the secretion of the reproductive hormones required to conceive

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3 Spring Skin Care Tips

- Water does wonders for your body! Your skin is your body's largest organ and needs to be hydrated to function. The more water you drink, the easier it is to manage your skin and prevent it getting dry
- Trade in your heavier winter moisturiser for a lighter moisturiser like **AproDerm® Colloidal Oat Cream** or **AproDerm® Emollient Cream** to help keep your skin healthy, hydrated and less greasy as the days get warmer
- Exfoliate away your winter layer of skin and refresh your glow with **AproDerm® Colloidal Oat Cream** which acts as a gentle exfoliator so is excellent for removing dead skin cells

AproDerm® Colloidal Oat Cream

As we start heading out into the world again we still need to protect ourselves from Covid-19. Washing with soap and water isn't always possible when we're out and about, so we reach for our alcohol hand gels, however these can dry out our skin. Applying **AproDerm® Colloidal Oat Cream** after using your hand gel can help to restore your skin barrier and reduce the risk of dry, sore and potentially cracked hands. Available in a handy pocket-sized tube for when you're on the go.





FAQs about the AproDerm® Range

Q: How does the pump work?

A: The pump consists of a nozzle which is attached to a disc at the base of the bottle. As you press the nozzle, the disc moves up pushing the cream out. This means that at least 98% of the cream is used up so there's very little left in the bottle at the end, hence less wastage. Once the cream is finished the nozzle no longer presses down.

Q: Can AproDerm® be used for showering?

A: Yes. During COVID-19, it is recommended to clean your body with soap and water and then re-wash with either **AproDerm® Colloidal Oat** or **AproDerm® Emollient Cream**, to cleanse and hydrate your skin.

Q: Does AproDerm® contain lanolin?

A: None of the products in the **AproDerm® range** contain lanolin.

Q: Do you have a paraffin-free cream?

A: Our **AproDerm® Colloidal Oat Cream** is free from paraffin as well as parabens and fragrances.

Q: Are your vegan friendly products also cruelty free

A: Yes. Our full **AproDerm® range** is cruelty free and we're pleased to announce that all our products are now vegan-friendly.

How Pregnancy Can Affect Existing Skin Conditions

During pregnancy, your body goes through complex changes. Your hormones, immune system, circulation, and metabolism all change to support and nurture your developing baby. So it's no surprise that around nine in every ten women notice that pregnancy affects their skin. You may find that pregnancy can affect existing skin conditions making them better or worse.

Pregnancy increases the blood flow to the skin, which

can give mums a beautiful bloom, particularly in the second trimester. However, not all women enjoy a rosy glow. Many women find that pregnancy can make them flushed, spotty, or itchy.

Pregnancy can also affect pre-existing skin conditions, like acne, eczema and psoriasis. These can get better, or become more prone to flare-up as the pregnancy progresses.

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Craft City



Being stuck indoors can be difficult for younger children so why not get crafty and show them that learning from home doesn't have to be that bad! Your little one can express their creativity whilst having fun by making life size

figures, collages or doing finger painting. Visit AproDerm® Kids Zone where you can bring the AproDites to life.

[VISIT THE KIDS ZONE NOW!](#)