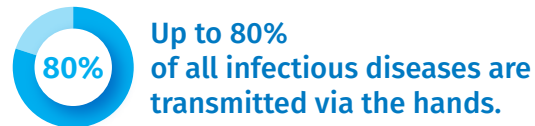
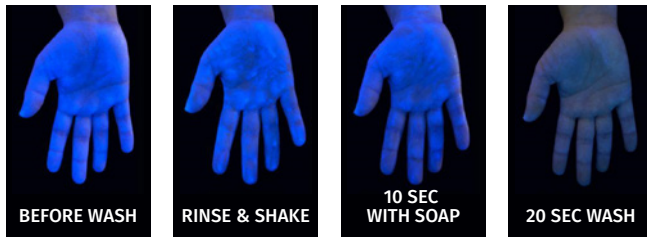


Wash, rinse and protect: the new normal in our current skin care routine



Washing hands thoroughly with soap and/or applying hand sanitizer can help to protect against viruses.¹



However, excessive hand washing and the use of hand sanitizers can contribute to an impaired skin barrier.



Up to 80% of healthcare workers have reported **stinging, burning and dryness**.²

Some tips to protect skin after cleansing³



Wash hands for at least 20 seconds with a **mild soap**.

Pat skin dry. Don't rub.



When dry, use **moisturizing hand cream**, not lotion.

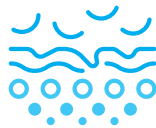
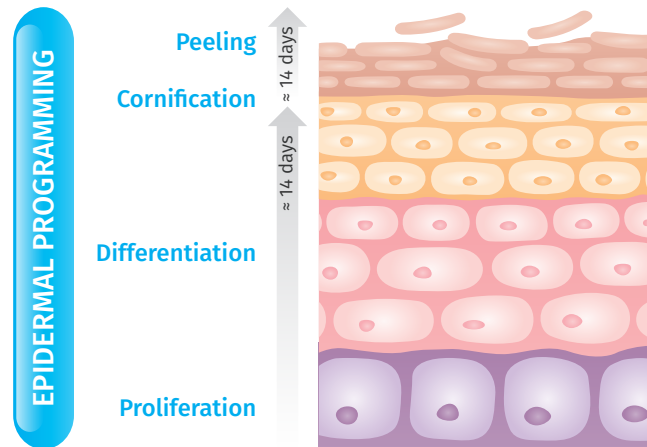
Carry **own moisturizer**.
Avoid sharing with others.



At night, use a thick cream and cotton gloves (if severe dryness is already present)

Why moisturizers are important to support a healthy skin barrier

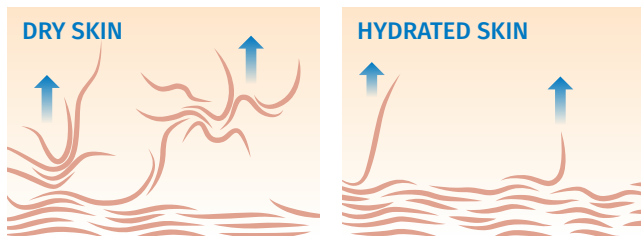
Renewal of healthy epidermis takes up 28 days.



Excessive washing and use of hand sanitizers can lead to skin barrier dysfunction, making skin rigid and fragile, which can **interfere with the cell renewal process**.

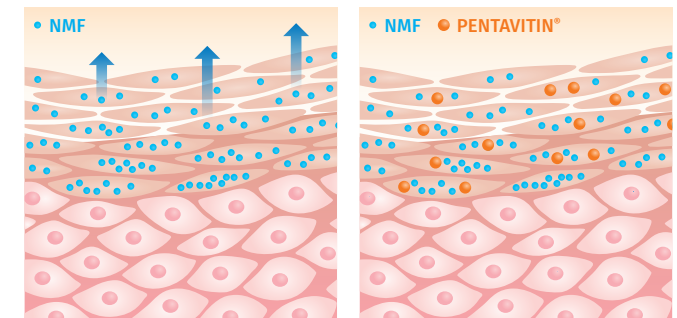


If the moisture balance cannot be maintained, the skin develops the typical signs of its dry state, such as roughness and scaling, but also itching, stinging and burning.



Moisturizing ingredients such as PENTAVITIN® can help to avoid the impairment of the skin barrier and the development of dry skin.

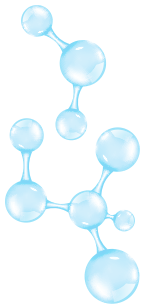
PENTAVITIN® mimics the NMF, the skin's own moisturizer



- NMF (Natural Moisturizing Factor) absorbs water and provides hydration to the topmost layer of the skin (stratum corneum).
- NMF in the stratum corneum is greatly reduced by excessive daily washing and the use of hand sanitizers.
- Without sufficient NMF, the skin barrier can become stiff and brittle.

PENTAVITIN®'s unique composition is similar to the skin's own moisturizer, NMF

- ✓ It locks in moisture like a magnet.
- ✓ It quickly hydrates excessively dry skin.
- ✓ It strengthens the skin barrier.
- ✓ It reduces flakiness and itchiness.
- ✓ It provides deep hydration for up to 72 hours.



D-Panthenol is our sustainable all-rounder vitamin

- ✓ It improves hydration.
- ✓ It maintains skin softness and elasticity.
- ✓ It improves symptoms of sensitive skin: dryness, roughness, redness, pruritus.

EXTRA TIP FOR ALL-ROUND CARE

