

The inside scoop:

## Sensitive Skin

### Sensitive Skin 101

If a shopper has sensitive skin, they know it. They can react to certain ingredients, their skin might even get red, itchy, or sometimes dry out easily and even flake. Not cool! Well, the outer layer of skin is made of lipids (fats) that form a barrier to help protect skin from irritants. In people with sensitive skin, this lipid barrier is typically weaker, thinner, and more easily damaged. This makes it easier for irritants to penetrate the skin and cause inflammation, redness, and irritation. With the INSIDER information below, you'll be able to share tips and advice to your shoppers that will help them manage their sensitive skin like a PRO!

### Sensitive skin triggers



#### **Hot water, soaps, and detergents**

Harsh cleansers and hot water



**Fragrances, perfumes,** and ingredients like alcohol



#### **Skincare treatments**

Some acne and anti-aging products can cause irritation



#### **Household products**

Harsh chemicals in household products



#### **Cold, sun, and wind**

Weather can increase sensitivity

## INSIDER TIPS

- Look for skincare products formulated for sensitive skin
- Moisturize regularly
- Wear a broad spectrum, mineral-based sunscreen every day
- Wash with warm water instead of hot water
- Make sure to protect skin from harsh weather
- Use hypoallergenic laundry detergent, free of dyes and perfumes