



Nestlé Skin Health



Caring for Skin Can Be Simple and SWEET

Our skin plays an important role in our overall health. It shields us from toxins, harmful bacteria and pollution. Our skin is also the face that we show to the world, a piece of our identity that connects us with others. But as we get older, our skin becomes dryer and thinner and is more prone to injury and breakdown.

Seventy percent of people over age 65 have at least one skin disorder, and the majority of these are preventable. Common and seemingly simple skin problems like dry skin and severe itch – which affect most older adults – can result in discomfort, distress, infection, and even lead to hospitalization.

Our skin is the only organ we can see and touch, but it is the organ we think about the least, unless there is something wrong.

What can you do?

Caring for our skin is an important, accessible, and easy way to monitor and ensure both physical health and emotional wellness. Something as seemingly simple as a regular moisturizing routine can protect skin's ability to do its job and prevent it from cracking, itching, or causing problems. When caring for a loved one, connecting through skin care – and the power of touch – you are also tending to your loved one's emotional needs, and your own.

SWEET is an easy trick to help us remember our skin care basics:

Shield – Protect the skin from harmful UV rays by covering up and using sunscreen.

Wet – Stay hydrated by drinking plenty of water and regularly moisturizing to keep the skin healthy.

Eat – Nourish your body properly through a balanced diet; this is another easy and important ingredient for healthy skin.

Evaluate – Keep track of any changes in the skin. If you see something that concerns you, don't hesitate to consult a healthcare professional.

Touch – Don't underestimate the power of touch. Through touch, we are able to strengthen bonds with our loved ones; this is a powerful connection that contributes to our health and wellbeing.

Get Skin Health Smart at Active Aging Week for a Life Course of Healthy Skin!

Nestlé Skin Health is a global leader focused on meeting the world's increasing skin health needs with a broad range of innovative and scientifically proven products.