



Nestlé Skin Health



# Get Itch Smart



## WHY DOES ITCH MATTER?

### Itch is common.

More than 90% of older adults suffer from some type of skin disorder, and itch is a major symptom of many of these conditions.

### Itch is often disregarded and goes unaddressed.

Even healthy people may scratch a lot during the night without realizing.

### Itch can lead to complications.

The itch-scratch cycle can lead to infection, pain, emotional distress, significant skin damage, and even hospitalization.



## WHAT SHOULD I DO ABOUT IT?

### Self-assess.

Recognizing scratching behavior is an important first step, and monitoring it allows you to make changes to your behavior. Consult with a doctor for guidance.

### Use a tool to help track itch.

It's hard to tell how serious your scratching is, particularly while you sleep. A new Apple Watch app from Nestlé Skin Health SHIELD called Itch Tracker can help you understand the status of your scratching. The tool uses the Apple Watch's accelerometer to reliably analyze itch behavior during sleep and help improve itch treatment. Download it for free at the App Store.

## DID YOU KNOW?

*Itch is particularly difficult for adults with dementia, and those who may not know when to stop scratching or be able to accurately communicate their discomfort. Itch Tracker can help.*



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.