



Nestlé Skin Health

GET DRY SKIN SMART

Dry skin is no joke. As we age, our skin loses the capacity to retain water and becomes drier, thinner and less elastic, making it more susceptible to irritation, infection and wounds. But there's good news: **dry skin is preventable**. Active aging comes from knowing how to take care of yourself, and learning how to take proactive steps to keep our skin healthy is a great place to start.

DID YOU KNOW...

- ☞ **...dry skin can make you sick?** When skin becomes dry and cracked, bacteria and germs can enter the body more easily. This can lead to severe medical conditions, including bacterial and fungal infections of the skin and nails.
- ☞ **...intense, dry skin is common?** One in two people over the age of 65 have xerosis – intense dryness of the skin that can cause a variety of more severe skin issues.
- ☞ **...your everyday routine might be harming your skin?** Regular, everyday activities such as bathing and handwashing with hot water, soaps and detergents can dehydrate your skin.
- ☞ **...dressing for the weather could prevent dry skin?** The weather, including sun exposure, aggravates the skin, leaving it cracked and dry. Keep your skin covered as much as possible when outdoors.
- ☞ **...many chronic diseases often affect your skin health?** Diabetes, cancer and Alzheimer's become more common as we age, and treatments for these diseases can often have side effects directly impacting the skin.
- ☞ **...poor skin health can lead to hospitalization?** Many chronic conditions such as diabetic foot, toenail fungus and other skin wounds can lead to medical problems that require hospitalization. Some of these health issues and their treatments, including use of antihistamines, can even affect your balance and cause unintended falls.

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.



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GET DRY SKIN SMART (CONT.)

- 👉 **...skin infections are especially common among those with diabetes?** Elevated glucose levels intensify dry skin, and weakened immune systems increase the risk of infections – even of small wounds.
- 👉 **...certain skin conditions can lead to xerosis?** Medical conditions and chronic skin inflammation – like eczema, psoriasis, and thyroid disorders – can lead to severe cases of xerosis and other serious skin conditions.

STOP DRY SKIN IN ITS TRACKS!



- When bathing, use mild soaps, like a liquid soap, to avoid drying out your skin.
- Stay hydrated to keep your skin's natural moisture.
- Regularly moisturize with emollients, like creams, lotions and oils, after bathing.
- Treat cuts or wounds immediately.
- Use a humidifier in the winter to help maintain the moisture in the air.
- Talk with your doctor before starting a new medication to understand whether its side effects might affect your skin.

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

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