

Foam is for Washing Dishes NOT For Washing the Skin

Pure[®] Child Wash

According to the study from The British Medical Journal (15 December 2007), Atopic Eczema in children aged up to 12 years old is owing to trigger factors that are potentially effecting children's skin.

Trigger factors that need to be managed are:

- **Irritants** (Soaps, Detergents and Foam Wash Products)

No Foam = No Soap = No Irritation

Pure[®] Child Wash is also Free Of:

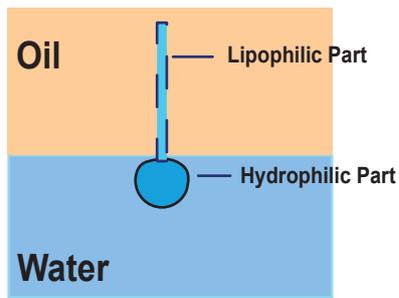
- **Colour** • **Fragrance** • **SLS** • **Parabens** • **Petroleum Derived Ingredients**

Pure[®] Child Wash contains Swiss Defensil[®]

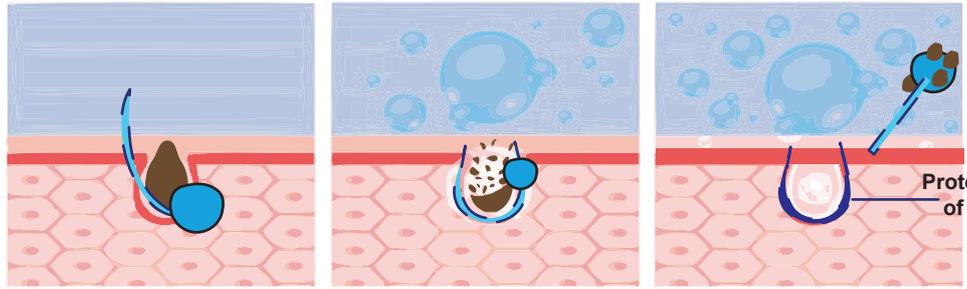
Mode Of Action Pure[®] Child Wash

- Soapless skin cleansers use different ingredients from most traditional soap formulas, they still clean the skin but in a more gentle way without stripping the skin of its natural oils.
- To remove dirt and oil from the skin, the formula does this by having a Lipophilic (oil loving component) and a hydrophilic (water loving component).
- The Lipophilic component captures the dirt and oil while the hydrophilic component rinses it all away.
- Pure[®] Child wash is a light cream emulsion, so it leaves behind a protective layer of moisture preventing the skin from drying out. Because the formula is so gentle, it is not necessary to wash off completely.

Mode of Action Explained



Pure Child Wash Formula



Lipophilic (oil loving component) and a hydrophilic (water loving component) entering the skin.

Lipophilic component captures the dirt and oil while the hydrophilic component rinses it all away

Leaves behind a protective layer of moisture preventing the skin from drying out.

Protective layer of moisture

Study References:

Management of atopic eczema in children aged up to 12 years: summary of NICE guidance
Ninewells Hospital and Medical School, Dundee DD1 9SY

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<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2137073/>

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<https://www.rahn-group.com/en/cosmetics/product/11/> [Accessed 19 Feb. 2020].



Approved by
Allergy Foundation of SA