

A Medioplanet campaign focused on

Skin Health



The winter is a good time to check in with your skin and see if the products you used in the summer still serve you.

~ **Dr Ifeoma Ejikeme**, Founder and Medical Director, Adonia Medical Clinic
(Read more on P8)

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06

“Protecting the skin from an early age is important.”

~**Dr Bhavjit Kaur**, Aesthetic Physician and Trustee, The British College of Aesthetic Medicine

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“Acne affects 95% of people aged 11-30 to some extent.”

~**Lou Northcote**, Founder of #freethepimple



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Advertorial

Why winter noses love Kleenex Balsam

Don't let a cold catch you unprepared. Let your nose be the judge this winter and try Kleenex Balsam tissues with BalmCare™ for superior soothing*.

Winter is here. The cold, the wind and the dreaded red noses! But not all noses are the same and neither are tissues.

Kleenex Balsam tissues are infused with a unique BalmCare™ formula containing Aloe Vera, Vitamin E and Calendula to provide superior soothing,* so you can wave goodbye to any unsightly red noses.

Asking the public

Kleenex recently challenged the Great British public to put their noses to the test and try Kleenex Balsam tissues for five days and feel the difference.

Nine out of 10 noses liked Balsam tissues more than their usual tissue and 95% said their noses were protected from redness**.

Let your nose be the judge

Whether you are bringing a runny nose home, or stepping out into the harsh winter weather, be prepared with Kleenex Balsam tissues.

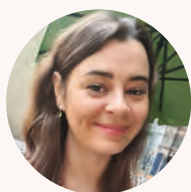
Available at all major retailers in boxes for your home, or pocket packs which are great for when you're on the go.

*Vs. Kleenex Original

**Based on a study of 120 people vs. their usual tissue



Read more at kleenex.co.uk/products/nose

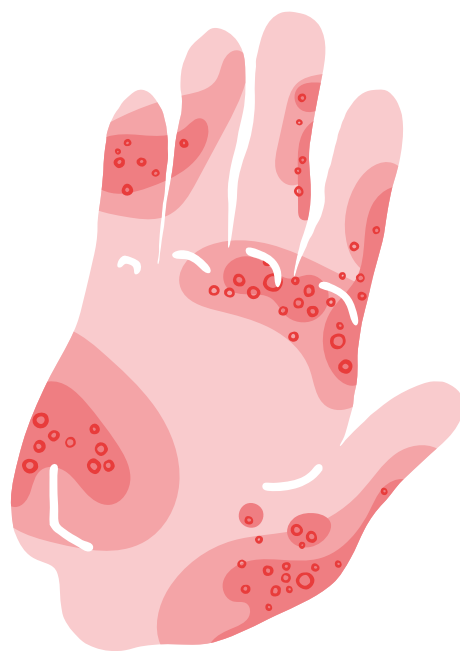


WRITTEN BY
Jessica Gosling
Brand Manager,
Kleenex



**Leaves a protective
balm on your nose**

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Improving the outlook for **eczema** sufferers

As the weather gets colder, skin becomes increasingly dry and sensitive. For eczema sufferers, this often translates into worsening of their condition.

Eczema is an inflammatory skin condition characterised by patches of red, flaky, itchy skin. Eczema and dry skin are inextricably linked, so it's important to tackle dryness as soon as it appears.

Hydration of the skin is essential for healthy functioning and is controlled by the skin barrier, the outer layer of skin, known as the stratum corneum. Dry skin occurs due to depletion of natural lipids and water holding molecules that hydrate the skin barrier.

Genetic links

Genetics account for much of the reason why children develop eczema. Eczema goes alongside other conditions such as asthma, hayfever and food allergies. This tendency is known as atopy.

If both parents have eczema, asthma or hayfever then there is a one in two chance their child will have eczema. Rates of eczema vary significantly across the world. In the UK, it's estimated 20% of children suffer with it. However, the dramatic rise in eczema in previous decades and the significant variation across the world tells us that genetics alone are not responsible.



Treatment of dry skin, and indeed eczema, starts with gentle skin care. Avoid soaps, harsh washes and detergents.

Lifestyle interventions

Day to day skincare habits impact our skin. The pandemic and increased hand washing has resulted in an increase in skin problems and eczema, with over

half of young children reporting skin problems with their hands.

Finding suitable treatments

Treatment of dry skin, and indeed eczema, starts with gentle skin care. Avoid soaps, harsh washes and detergents. There are newer, cleansing formulations, known as syndets, which are much gentler on the skin and don't disrupt the natural acid mantle. Dry skin requires regular application of unfragranced emollients (moisturisers) to affected skin which can help compensate for increased moisturise loss. Optimise your environment as well; lower the indoor heating temperature and consider a humidifier.

For active eczema, medicated creams such as steroids or other anti-inflammatory creams can usually be used safely and effectively to reduce the itch and discomfort of eczema. In a small proportion of children, creams alone do not control eczema. We have an ever-increasing armamentarium of treatment options to tackle severe eczema. This includes light therapy, tablets and new targeted injections using monoclonal antibodies.

Eczema can impact on children's physical and psychological health, as well as relationships, school and self-esteem. Increasing understanding of the pathogenesis of dry skin and eczema has led to increased treatment options and the future is brighter for eczema sufferers.



WRITTEN BY
Dr Emma Wedgeworth
Consultant Dermatologist
and British Skin Foundation
Spokesperson

[@HealthawarenessUK](https://www.healthawarenessuk.com) [@MediaplanetUK](https://www.mediaplanetuk.com) Contact information: uk.info@mediaplanet.com or +44 (0) 203 642 0737

Project Manager: **Chloe Leedham** chloe.leedham@mediaplanet.com Business Development Manager: **Gabrielle Dunn** Managing Director: **Alex Williams** Head of Business Development: **Ellie McGregor** Head of Production: **Kirsty Elliott** Designer: **Thomas Kent** Design & Content Assistant: **Aimee Rayment** Digital Manager: **Harvey O'Donnell** Paid Media Manager: **Jonni Asfaha** Social & Web Editor: **Henry Phillips** Digital Assistant: **Carolina Galbraith Duarte** All images supplied by Gettyimages, unless otherwise specified

Understanding the physical and psychological impact of atopic dermatitis

Dr Eddie Guzdar from Sanofi UK & Ireland discusses atopic dermatitis and the impact it has on patients.



INTERVIEW WITH
Eddie Guzdar
Medical Franchise
Lead, Dermatology
and Respiratory,
Sanofi UK & IE

WRITTEN BY
Mark Nicholls

What is atopic dermatitis and how does it affect people, both physically and psychologically?

Atopic dermatitis (AD) is a common form of eczema and although we do not fully understand the cause, we think it is a complex interplay between an overactive immune system and a skin barrier not functioning as it should. Physical symptoms are typically dry, itchy, red and inflamed skin.

When particularly severe, it can cause significant psychological stress for patients, impacting on their sleep, personal relationships, work and how they function within society itself. It can affect up to 20% of children and 10% of adults.¹

How can we improve the understanding of AD?

From a clinical perspective, there is a need for more scientific research on the causes and underlying mechanisms of AD so we can develop better treatment targets. Our scientific understanding is evolving, but we also need to communicate that to patients to make them more knowledgeable and confident about their condition.

Why is it so important to help people better manage their atopic dermatitis and how is it treated?

If AD is not managed well, a patient's physical condition will likely get worse, ultimately leading to more psychological distress. Management involves patients and healthcare professionals (HCPs) working closely together within the healthcare system and also depends on the severity. Treatments can range from various creams through to more complex treatments provided in a specialist setting. We also need to raise awareness of what patients are experiencing beyond their physical symptoms so these can also be treated during their dermatology journey in the health system.

What are you as an organisation doing to ensure this condition is better managed?

We provide significant amounts of education to HCP's on the scientific and clinical aspects of AD but also help patients to become more informed of their condition and therefore more empowered to take control and have better conversations with their healthcare professional.²

The website (www.changead.co.uk) contains information, resources and tools to educate patients and a digital app – EZ track which provides information on AD and has a symptom tracker, which can allow a patient to have a more effective clinical consultation with their doctor, therefore hopefully leading to a better management plan.



We have also published a joint report in collaboration with Allergy UK entitled: 'Not just skin deep: Getting under the skin of eczema' to highlight the burden those living with severe eczema have to bear. You can read the full report by visiting Allergy UK's website (www.allergyuk.org).

You mentioned the joint report, can you tell me how it will make a difference?

The report included a survey among patients, healthcare professionals and clinical commissioning groups and highlights the significant mental health concerns of patients with eczema and variations in waiting times across the country.

It presents actionable healthcare solutions to address the issues faced by patients, reform the patient pathway and ultimately improve lives. In addition, it provides a voice for patients to communicate how they feel about their condition but also raises insights from HCPs who are asking for clear, more standardised guidelines on how to manage AD.

The reason we are pushing for guidelines with NICE (National Institute for Health and Care Excellence) is to ensure that we can standardise dermatology healthcare quality across the UK. The NHS has been under enormous strain due to the pandemic and we also want to ensure that in a post-COVID world, dermatology patients are not forgotten.

What does the future hold for your company in dermatology?

We want to continue to be leading players in the dermatology space and we can do that by leading the science around mechanisms of disease, as well as investing in the development of innovative treatments. We continue to work collaboratively with both patient and healthcare organisations to provide people with the education and tools they need to manage their condition and therefore have an even more positive impact on the lives of patients and the people close to them.

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The 'Terminator effect' – the wonders of growth factors explained

Leading Aesthetic Doctor and Founder of CellDerma, Dr Dev Patel, outlines the cutting-edge science of growth factors and their use in skincare.

Specialised cells called stem cells make growth factors naturally as part of our body's ongoing damage repair and renewal process. Growth factors (GFs) mediate a myriad of pathways to enable regeneration, for example stimulating fibroblast cells in the skin to make new collagen.

Collagen is a much talked about protein, essential for the integrity of the skin. Its levels peak in our early 20s and then deplete 1-2% a year. Women in their first five years of menopause will lose around a third of their current collagen levels.

How growth factors can benefit skin

At my clinic, Perfect Skin Solutions, we use clinical GF preparations to help with wound healing such as scarring, burns, post-surgical healing, stretch marks and more. The speed of healing continues to astound me to this day. If GFs can help accelerate wound healing, imagine what they can do for general ageing. GFs can give a significant kick-start to renewal processes delivering firmer, tighter, brighter and architecturally younger skin – I call it the 'Terminator effect'.

Finding the best growth factors to use

Epidermal growth factor (EGF) is the best known. However, there are a few other key GFs that give a more holistic effect on skin tissue healing. Our CellDerma GF5 formula (and sister product Youth Restore) has a high concentration of five different growth factors. We have sourced these from one of the world's leading labs in peptide technology.

These GFs are molecularly identical to human placental GFs, but the formula is actually vegan (synthetically made and not from animal sources). Simply having GFs in a serum is not enough. Concentration and molecular structure, along with other chemical properties of the formulation, will influence whether it will do anything or not. The lab has engineered these to be able to penetrate to the correct depth and effect cellular action, which explains why we see incredible results. I have prescribed our CellDerma GF5 formula to patients aged 3 to 93.



For more information, visit cellderma.co.uk



WRITTEN BY
Dr Dev Patel
Aesthetic Doctor



Psoriasis: new treatments offer hope for managing symptoms

Psoriasis has become the most researched disease in the field of dermatology. There is now hope for new treatments to help manage the symptoms and improve the quality of life for people living with the disease.

Psoriasis is a life-long, chronic condition characterised by red, flaky patches of skin covered in silvery scales. These patches, which are caused by an increase in skin cell production, can occur anywhere but often appear on elbows, knees, scalp and lower back.

Prevalence

Psoriasis affects 1.5% - 3% of the population and can occur at any age but about a third of cases start to show before the age of 15. Most cases are mild, but in about 15% of sufferers it can be more severe, requiring constant monitoring and treatment and causing other conditions to occur.¹ The most common comorbidity of psoriasis is arthritis, but evidence has emerged suggesting a risk of obesity, non-alcoholic fatty liver disease and cardiovascular disease.²

The stigma of psoriasis

Psoriasis is not contagious, although research by the European Academy of Dermatology Venereology (EADV) has shown that people with the condition may experience negative social consequences and it can impact a significant proportion of people's personal and professional life. Research shows an increase in depression, anxiety, low confidence and even suicide.³ Alcohol and tobacco addictions are also more common compared to the general population.⁴

Research and treatment

There is no cure right now, although there are treatments to help manage symptoms and new therapies are constantly being developed. Psoriasis has become the most researched disease in the field of dermatology, along with melanoma and new therapeutic options are constantly being developed.

There are more treatment options for psoriasis than for any other skin disease and more continue to be developed as dermatologists continue their research.

Major progress has been made within the treatment of moderate to severe psoriasis, with the introduction of biologic injections which have been proven to be safe and highly efficient.

Managing symptoms

Many cases of psoriasis are mild however, there are simple changes people can make to their lifestyle to help manage symptoms and lower the risk of developing another condition.

A low-calorie diet that is rich in fatty acids such as oily fish and avoiding processed foods and too much red meat is recommended.⁵

However, additional vitamin supplements or products have not been shown to make any difference.

With continued research into psoriasis, we believe new treatments will allow this condition to be even better managed in the near future.

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Assistant Professor Aslı Bilgiç
Department of Dermatology and
Venereology, Akdeniz University,
Antalya, Turkey and EADV Member



Professor Dedee F. Murrell
Department of Dermatology,
St George Hospital, Sydney,
Australia and EADV Member

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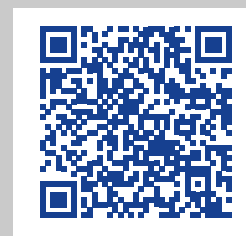
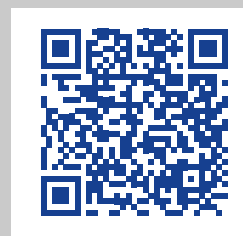


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Taking care of skin of colour

Skin structure is influenced by a person's ethnicity and as a result skin of colour requires specialised care, especially when it comes to conditions such as hyperpigmentation.



WRITTEN BY
Dr Bhavjit Kaur
Aesthetic Physician and
Trustee, British College
of Aesthetic Medicine

Looking after your skin is as important as taking care of your teeth and physical health. But have you ever considered whether your ethnicity and the colour of your skin play a part in the way it should be treated?

The fact is not all skin is the same. There are big differences in skin structure and function between ethnicities. There are also lots of myths that influence how people care for their skin. For example, it is false that those with Black skin do not need to wear sunscreen. While it doesn't burn in the traditional sense, Black skin is still prone to skin cancers.

Causes of hyperpigmentation

Hyperpigmentation is one of the biggest issues for people with skin of colour, in many cultures it is socially unacceptable and can leave sufferers feeling ostracised. It occurs when excess melanin is produced, making the skin darker and resulting in uneven skin tone and can be the result of sun exposure. Post-inflammatory hyperpigmentation occurs as a result of conditions such as acne, leaving dark marks on the skin.

Melasma is another commonly acquired condition of symmetric hyperpigmentation, found mostly on the face, mostly in females and in darker skin types. There can be multiple reasons for melasma including hormone imbalance, light exposure and family history.

Hyperpigmentation can also be caused by skincare treatments if the skin isn't properly prepared. Peels, microdermabrasion, laser treatment and microneedling all require the skin to be prepared with pigment-controlling actives in the weeks beforehand and after to prevent hyperpigmentation.

Danger of home treatments

Hyperpigmentation is not restricted to the face, it can occur all over the body and especially on knuckles, knees and elbows. Often people are tempted to try home skin bleaching to lessen the dark colour, and some products sold by un reputable sources can have dangerous effects.



Protecting the skin from an early age is important as sun damage in childhood can lead to hyperpigmentation much later in life.

Protection from sun damage

Protecting the skin from an early age is important as sun damage in childhood can lead to hyperpigmentation much later in life. Sunscreens have now been developed specifically for skin of colour that don't leave the wearer with a grey-blue hue. Some are also available that can be applied over the top of make-up as application is recommended every two hours between 11am and 3pm.

Sunscreen should be worn all year round and indoors too. For more information, consult a medical practitioner who can provide skin-specific advice.

From common conditions to potential killers, we work to understand skin disease inside out.

Donate now to put an end to skin disease and skin cancer.

Britishskinfoundation.org.uk

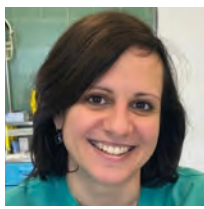


A new therapy developed to help **tackle skin cancer**

A new approach to non-melanoma skin cancer (NMSC) could offer a quicker and less distressing treatment for patients.



INTERVIEW WITH
Dr Sam Vohra
Medical Director,
OncoBeta Therapeutics
Australia



INTERVIEW WITH
Dr Baraldi
Dermatologist

WRITTEN BY
Mark Nicholls

While non-melanoma skin cancer (NMSC) is less serious than melanoma and far less likely to spread to other parts of the body, the most common treatment option involves surgical removal of the lesions.

With increased awareness and diagnosis, there are more than 150,000 new cases of NMSC a year in the UK.

Raising awareness

Dr Sam Vohra, who is medical director for OncoBeta (Australia and New Zealand), believes this number can be reduced by raising more awareness and offering patients access to treatments that best suit them and cause less anxiety.

Standard treatment for small superficial cases of NMSC can be simple surgical removal (excision), or a staged surgical approach (Mohs surgery) for more complex cases, to ensure the cancer cells are completely removed. Surgical strategies inevitably cause scarring and in some cases require reconstructive surgery.

“Quality of life is really important to this group of patients, because lesions are often in very visible places,” she continues. “Patients also worry about surgery, multiple hospital visits, how painful treatments might be and if it is somewhere visible, they are concerned about the cosmetic results.”

Non-invasive approach

A non-invasive option, set to become available in the UK, could help reduce those concerns. OncoBeta’s Rhenium-188 skin cancer therapy (Rhenium-SCT) targets NMSC lesions using the radionuclide rhenium-188.

The energy of the rhenium-188 triggers the death of the cancer cells but also leads to a reaction of the body’s immune response that helps the lesion site to repair itself.

Dr Baraldi, another expert in the area, explains that this therapy offers a more targeted option for patients: “With the Rhenium-SCT, the radioactivity acts only in the area of the lesion, without damaging the healthy tissue. It is ideal for tumors located in parts of the body with a complicated geometry or when the skin surface is not flat, as for example on the face.”

Success rate

The single painless session with Rhenium-SCT has a similar success rate to surgery, which can be up to 98%, and does not involve multiple visits to hospital for radiotherapy or surgery.

With little or no scarring, avoiding the use of anaesthetic is particularly important for older patients, where this condition is most prevalent.

While available elsewhere in Europe, Rhenium-SCT is being introduced in the UK with a study at King’s College Hospital in London and is available via the trial or privately but with the aim of making it more widely available within the NHS.

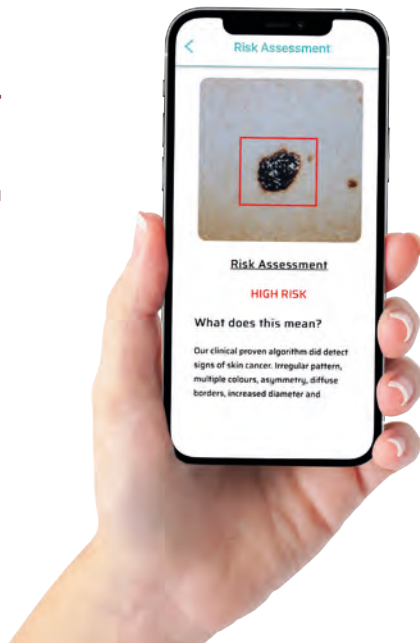
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Have you found a **suspicious spot** on your skin?

Your skin and moles are changing all the time. Dr Tripolt answers common questions around symptoms of skin cancer and how an app can help you check your moles.



How can I detect non-melanoma skin cancer?

Basal cell carcinoma (BCC) and squamous cell carcinoma (SCC) can develop anywhere on the body. The most commonly affected areas of the body are where the skin is frequently exposed to UV radiation.

How can an app help with skin cancer screening and risk assessment?

SkinScreener is a smartphone-based medical device that uses the camera and flashlight of your mobile device to take a photo of your skin lesions. Then the app calculates the risk of malignancy using our clinically proven artificial intelligence. The AI technology has a 95% accuracy and is the only app on the market that can detect both types of skin cancer, melanoma and non-melanoma skin cancer.

How can B2B partners benefit?

Our insurance partners offer the app to their policyholders for real-time monitoring, early detection, and prevention. This increases connectivity with users, increases efficiency and optimises resources. Corporations implement SkinScreener into their employee health care and wellbeing plans.



Who can use SkinScreener?

The app is available for free in app stores. Major B2B corporations, insurances and pharma started using it in 2021 and trust in a clinical proven medical app. Please scan the QR code to download the app.

For business enquiries, contact our London based Business Development Representative **office@medaia.at**



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In the past decade (2011-2012), the incidence rates of skin cancer have increased by 44%. Skin cancer is the fifth most common cancer in the UK, with about 16,200 melanoma and 156,000 new cases of non-melanoma skin cancer.² There are 430 new non-melanoma skin cancer cases every day in the UK.¹

What are the characteristics and symptoms to look out for?

Skin cancer almost always develops on the skin’s surface, making it visible and palpable. However, many of us do not know what the dangerous disease

looks like and overlook the first signs. Precise and regular self-examination and observation of the skin enables early detection of malignant melanoma.

How can I recognise malignant melanoma?

The skin is evolving over time, so are your moles. Atypical melanomas have typical features by which they can be recognised quite well. Their characteristics are also known as the ABCDE rule (Asymmetrical, irregular border, different colour, more than 2mm diameter and more than 1mm elevation).

Paid for by
SkinScreener





WRITTEN BY
Dr Ifeoma Ejikeme
Founder and Medical
Director, Adonia
Medical Clinic

The importance of your **winter** skincare routine

One of the primary functions of the skin is homeostasis - essentially helping the body to regulate temperature, prevent free water loss and create a protective barrier from the outside world.

During the winter months, the wind, the change in temperature and even the use of heaters can increase irritation to skin. This can present itself as dryness, redness or irritation and even dark marks.

The skin cells act as the bricks and the lipid layers as the mortar, working together to create a functional barrier against external stimuli. If the skin barrier is working well there should not be irritation. However, if the barrier function is impaired either due to harsh products, environment changes or a breach in the skin [of any cause], aggravation can occur. We can protect our skin in the winter by building an effective winter skincare routine.

Simplicity in winter skincare routines

When you are building your winter skincare routine, remember two things; less is more and start with the basics. If you have dry or irritated skin you should start with a gentle cleanser, then follow this with an antioxidant such as niacinamide which can help to support the barrier function as it upregulates collagen in the skin. This makes skin look firmer and helps to retain moisture. It also prevents free radical damage which can lead to redness, dark marks, and even premature ageing.

When looking for a good moisturiser, look out for ingredients which help to support the barrier function of the skin, such as humectants which pull moisture in.



When you are building your winter skincare routine, remember two things; less is more and start with the basics.

This includes ingredients such as panthenol, glycerine and hyaluronic acid. In the winter months, look for ingredients which help to lock in that moisture, such as ceramides and shea butter, particularly if you have dry or irritated skin. I recommend moisturising twice a day in the winter months.

Importance of sunscreen in winter

After your moisturiser, the final stage in your routine is sunscreen with a factor of 30 or above. I recommend using sunscreen all year round - swapping to a factor 50 in the summer months.

The winter is a good time to check in with your skin and see if the products you used in the summer still serve you. For most people, reviewing your moisturiser is key, as well as switching to something that keeps you moisturised throughout the day.

My patients notice that when they pair down their routine focusing on hydration through the winter months, their skin feels more hydrated and predictable.

Why **facial fitness** should be part of your workout regime

Our facial muscles work to support our skin's surface so, if we can boost muscle tone and create a healthier, stronger foundation, then every layer above can function better.

We have 600+ muscles in the human body, with over 40 specifically in the face. Many of us don't think twice when it comes to exercising and maintaining muscle health for the body, whether that's yoga, running, Pilates whatever gets us moving. But what are we doing for the health of our facial muscles?

Skincare helps to leave our skin clean, fresh and glowing but the healthier the muscle tone, the stronger the structure of which the skin sits on top of.

Improving facial muscles

So, what can we do to improve the health of our facial muscles. Facial massage has been used for centuries with an endless list of benefits. From someone who suffers with facial tension due to teeth grinding take it from me, all you need is your favourite facial oil to start.

For optimal health our muscles require oxygen and energy through repetitive movement, that's where facial exercise comes in. Facial exercise works wonders for lifting, sculpting and toning the muscles, no product is needed with the exercise techniques, just some isolation movements to contract the muscles, building tone gradually.

Impact on skin condition

One of the biggest benefits I've

found from regular facial exercise and massage has been the positive impact on my skin. Yes, it appears more lifted and youthful due to stronger muscle tone foundation, but also boosting blood flow, oxygenating the tissues truly is incredible for the health of the skin and muscles.

Having suffered with blemishes throughout my life, the repetitive motions help aid the detoxification process, ridding the skin of unwanted toxins. The lymphatic is a slow-moving system, blockages in

the flow can cause dull, congested and puffy skin.

Think of it this way - life is movement, stagnation is disease.

The biggest thing to remember with these techniques is consistency is key! I always say even a few minutes a day gives results, but

maintenance is a must. Whether it be in the morning to wake your face up for the day, or the evening to relax and unwind. Our hands are incredible tools and when performed correctly the techniques are truly transformational.



The biggest thing to remember with these techniques is consistency is key! I always say even a few minutes a day gives results, but maintenance is a must.



WRITTEN BY
Sophie Perry
Lifestyle Education
Manager, FaceGym

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The A to Z of **baby skin conditions**

A new parent-friendly resource on the most common baby skin conditions has been launched by WaterWipes®.



WRITTEN BY
Claire Ryan
Midwife

New and expectant parents often feel unprepared and not fully equipped to recognise common baby skin conditions – such as nappy rash, eczema, baby acne and sensitive skin.

In fact, research by WaterWipes® found that one in two parents did not receive information on how to look after nappy rash – one of the most common baby skin conditions.¹

To help support parents, WaterWipes® has launched the ABC of Baby Skin, a new comprehensive resource to help parents access trusted information as they care for their baby's delicate skin.

A new resource for parents

The ABC of baby skin resource, which is hosted on the WaterWipes® website, includes useful information on a selection of the most common baby skin conditions. The collection of 26 skin related topics (one for each letter of the alphabet), provides parents with practical advice, alongside supportive expert videos on how to identify and manage some of the most common baby skin complaints.

Rather than a dictionary of definitions, the ABC of Baby Skin reassures and empowers parents to

recognise and help support their baby if they experience a common skin condition. All content is validated by consultant dermatologist, Dr Alexis Granite - meaning parents are receiving medically accurate and robust guidance on how to look after their babies' skin, no matter how delicate it might be.



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Providing advice and support

Dr Alexis Granite, consultant dermatologist says: "Looking after your little one's skin can be a challenge, especially as there are so many different baby skin conditions out there. If your baby or toddler experiences an unexpected mark or rash, it can sometimes leave you

feeling overwhelmed or confused.

Most baby skin conditions are perfectly normal and with the right support parents can feel empowered to identify and look after their little one's skin. With the launch of the new WaterWipes® ABC of Baby Skin resource, parents have access to practical advice at their fingertips. Of course, if parents are ever worried, they should speak to their healthcare professional."

Jill Sommerville, Director of Medical at WaterWipes® says, "As a company we recognise the many challenges that parents face and looking after their babies' delicate skin is one of these. That is why, we are delighted to launch the WaterWipes® ABC of Baby Skin resource. We want parents to feel empowered that they can do the best for their baby's skin and we are committed to helping provide parents with advice to help them do just this; as well as provide the best products to gently care for and protect their baby's delicate skin."

References

1. The parenting survey was conducted by OnePoll research amongst 8,000 respondents from UK, ROI, USA, Canada, Australia, New Zealand, France, Portugal, Spain, Italy, Germany and the UAE. All respondents were parents of at least one child aged 0-2 years old. The research fieldwork took place between 14th - 26th April 2021.



WaterWipes® baby wipes are available in the UK across all major retailers and online.

For more information, visit: **abcskin.waterwipes.com**

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Acne is more than just skin. **It's skin deep.**



WRITTEN BY
Lou Northcote
Founder of
#freethepimple

Acne is something we all know. It is something that we have been brought up thinking is dirty, disgusting, ugly, the person's fault, the list of negativity goes on, but an online support community is bringing people together.

Society's beauty standards tell us we need clear skin to be beautiful. It tells us that we need to be 'perfect' to succeed and our appearance is important. When in fact 'perfect' doesn't exist and 'perfect' skin definitely doesn't!

As a person who suffered with acne from the age of 16, I know the feeling all too well. Acne is more than the way it looks, it's skin deep. It made my mental health hit rock bottom; I wouldn't leave the house without makeup, I would cry every day, I wouldn't go to university and I wouldn't socialise.

Breaking the stigma

Acne made me feel unworthy, ugly, like it was my fault, alone and that I wouldn't be able to succeed because of my skin. When in fact all I needed to do was change my mind set and not compare myself to the image I was being sold.

Acne affects 95% of people aged 11-30 to some extent. So why are we so shocked when we see someone with it?

The condition has always been edited out of pictures, never been shown on tv or in magazines so we think people don't have it. When I realised how many other people had acne, I didn't feel so bad anymore.

Creating an online support community

I personally used social media to create a whole community of acne sufferers where we could share our skin unedited, share our feelings, favourite products, products that didn't work, treatments we had tried etc and all of our experiences were pretty much the same.

Acne is a medical condition that happens in our bodies for so many reasons, hormones, over production of sebum, the list goes on. If you would like to clear your acne, there are lots of treatments out there that can help. Don't be afraid to reach out to a medical professional.

If you too are struggling with acne, there is hope for clearing it but there is also hope for being confident in your own skin, even while you wait for treatment.

Please know you are worthy and use social media for good, search #freethepimple and trust me you will be pleasantly surprised.



Acne affects 95% of people aged 11-30 to some extent. So why are we so shocked when we see someone with it?



Xeroderma pigmentosum: More than just skin deep

We often see skin disorders as simply that—a disorder impacting the skin. But the truth is they can have a much wider impact on health and wellbeing than first meets the eye. This is true for the ultra-rare disease, xeroderma pigmentosum.

The exquisite design of our skin goes well beyond protecting us from the outside world. Not surprising then, when our skin function is interrupted, it exerts a heavy psychological and emotional toll.

Most of us don't give our skin the credit due, myself included—that is until my son was diagnosed with the rare skin condition, xeroderma pigmentosum (XP). Suddenly, I became acutely aware of the daily implications of disrupted skin and how it is easy to take it for granted.

Xeroderma pigmentosum is an ultra-rare multisystem condition affecting less than 120 people in the UK. Little is known about XP amongst healthcare professionals, hence, the journey to diagnosis for individuals and their families can be long and arduous.

What is XP?

XP is characterised by an extreme sensitivity to ultra-violet radiation (UVR). UVR is a specific wavelength of non-visible light present during daylight hours and can be emitted from many types of artificial lighting.

Individuals with XP cannot repair damage induced by UVR, rendering them 10,000 times more likely to develop skin cancer compared with the general population.

Treatments

While XP remains one of the 95% of rare conditions without curative treatment, innovative developments

have vastly improved outcomes for those individuals with the condition.

Protection from harmful UVR is the cornerstone of management. Complete avoidance is ideal but very difficult to achieve therefore shielding strategies with home-made protective face visors, sunglasses, specialised clothing, gloves and high factor sunscreen are essential in daylight or near harmful artificial lighting.

What lies beneath...

XP, like many other disorders, is much more than a skin-deep condition. Individuals have a 30% risk of developing unpreventable neurological impairments. This may manifest as problems with fine and gross-motor functions, speech, swallowing and or breathing—potentially leading to premature death. The ever-present threat of neurological involvement is often a cause for great anxiety for both individuals and their families.

Supporting families

Charities such as Teddington Trust are critically important to this community both within the UK and internationally—providing emotional support as well as a plethora of free resources.

I for one, now have a deep admiration for our skin with an increased understanding of the intimate links between our skin and our health, wellbeing and self-identity, which I take for granted no more.



WRITTEN BY
Nicola Miller
Co-founder and Trustee,
Teddington Trust



WRITTEN BY
Dr Richard Barlow
Chair of Trustees,
Teddington Trust

Laser acne and acne scars treatment - a fast and simple solution for clear skin

Acne is a very common skin condition that can often be challenging to treat. Lasers can help in more ways than one.



Courtesy of Ursa Florjancic, MD.

healing process and stimulate collagen remodelling, an important step in the long-term treatment of acne.



If inflammation causes the pores to swell and damage deeper layers of the skin, the end result can be acne scarring.

Gentle and effective acne scar revision

For helping to improve the appearance of problematic acne scars, Fotona's Er:YAG laser wavelength with proprietary VSP pulses is ideal for gentle ablative scar revision. The Er:YAG laser safely and effectively provides the optimal penetration depth required for light resurfacing of acne-scarred skin, helping to improve skin texture and tone. Unlike chemical peels and dermabrasion, laser skin resurfacing allows the penetration depth to be precisely controlled. The laser gently vaporises micron-thin layers of the acne-scarred surface to reveal healthy, undamaged skin below. Laser resurfacing is a fast, safe and simple procedure. Treating acne by laser is the least invasive and most patient-friendly method possible. No medication is required and complete recovery is usually achieved within days.

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WRITTEN BY
Dr Masa Gorsic Krisper
Aesthetics and
Dermatology Program
Manager, Fotona

With active acne, the pores of the skin become blocked by sebum (from sebaceous glands), bacteria and dead skin cells. If inflammation causes the pores to swell and damage deeper layers of the skin, the end result can be acne scarring, which is a common complication that develops to some degree in the majority of acne sufferers.

Fortunately, the latest acne laser treatments provide a truly comprehensive solution to the problem of acne, achieving superior clinical results by employing the TwinLight approach - two complementary wavelengths of near-infrared light (Er:YAG and Nd:YAG). Treatments are fast, easy to perform and have an unsurpassed success rate compared to alternative methods.

Fast and effective results for active acne

For patients with active acne, Fotona offers a highly effective, minimally invasive laser treatment for active acne that helps to reduce acne inflammation through photoselective absorption and controlled heating effects. A high powered laser is applied to safely penetrate the skin to an optimal treatment depth to thermally and selectively target overactive sebaceous glands and to reduce the risk of developing new acne inflammation. The VSP laser pulses create virtually instantaneous temperature increases that are limited to the targeted structures only, so that no unnecessary energy is deposited into the skin.

In addition to its thermal penetration effects, the Nd:YAG acne laser treatment also helps to accelerate the

Hope for patients with rare skin condition

Advances in scientific understanding provide possible options for a condition which is life limiting and without cure.



INTERVIEW WITH
Dr Sagair Hussain
Research Director,
DEBRA UK

WRITTEN BY
Mark Nicholls

Described as the "worst disease you have never heard of," epidermolysis bullosa (EB) is a rare debilitating skin condition that leaves sufferers with recurrent open wounds, constant pain and extreme discomfort. It has a devastating impact on people with EB and their families.

At present, there are no approved therapies, no cures and people with the condition can spend hours a day having bandages painfully applied and removed.

EB is a group of genetic skin conditions that cause the skin to blister and tear at the slightest touch.

From the mildest form, where only the hands and feet are affected, to the most severe cases with open wounds covering much of the body causing lifelong disability, pain and distress.

Butterfly effect

Dr Sagair Hussain, Research Director at DEBRA UK, a charity supporting patients from children to older individuals and families affected by EB, says it is known as the butterfly effect as the skin is as fragile as a butterfly's wings.

He says: "With the most severe forms, patients go through a daily routine of putting dressings on blisters which can be all over the body."

With 5,000 patients in the UK, an estimated half a million

worldwide and an unmet need for therapies, DEBRA UK also funds research into the condition. "We are driving a programme of world-class, innovative research looking into therapies such as gene and cell therapy, gene silencing technology and drug re-purposing as well as supporting the next generation of EB researchers in the field," adds Dr Hussain.



In the meantime, research and development may allow us to provide possible options to those in the greatest need to bring some alleviation for the awful disease that these patients have.

EB support from industry

Amryt Pharma, a global, biopharmaceutical company dedicated to rare diseases, is also involved in and committed to furthering research and scientific understanding of EB which can be devastating not just for those living with it, many of whom are children, but also their families.

CEO Dr Joe Wiley explains that the disease arises because the skin lacks proteins that hold the skin together. Contact with surfaces can rip the skin off and even when having bandages removed, it risks pulling skin off with the constant need to take painkillers.

Possible options for those in the greatest need

Dr Wiley says: "We share the same goal as DEBRA UK and their mission to ultimately find a cure for EB. In the meantime, research and development may allow us to provide possible options to those in the greatest need to bring some alleviation for the awful disease that these patients have."

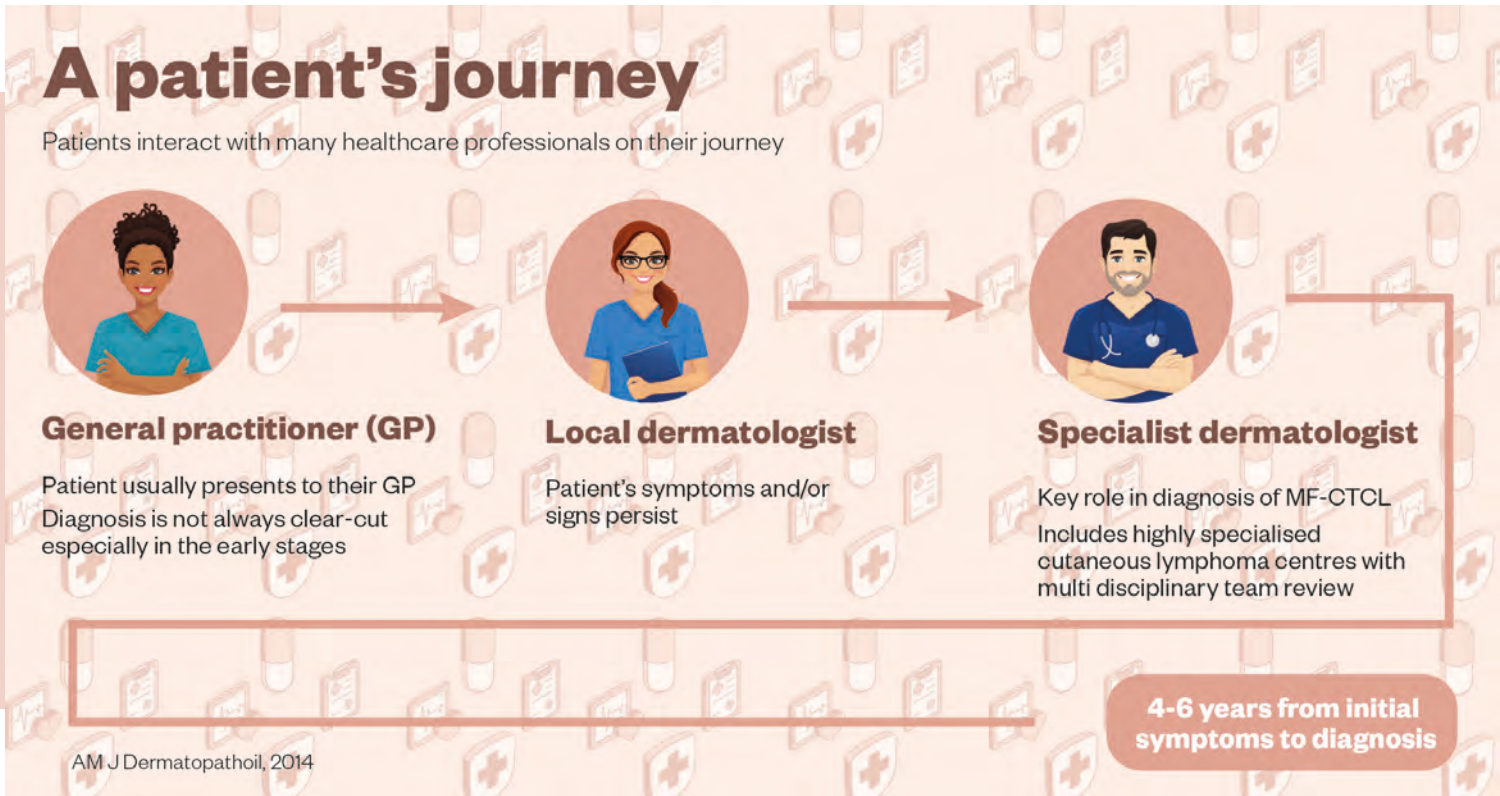


INTERVIEW WITH
Dr Joe Wiley
CEO, Amryt Pharma

Find out more at
amrytpharma.com
debra.org.uk

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Patient voices are building a brighter future for those living with skin cancer

Amplifying the voice of the healthcare expert, with the patient in mind, can help those living with T-cell skin lymphoma.



INTERVIEW WITH
Professor Julia Scarisbrick
Consultant Dermatologist,
University Hospital Birmingham

THIS ARTICLE FEATURES CONTRIBUTIONS BY
Dallas Pounds & Claire Lusted

Paid for by
Recordati Rare Diseases



This article was commissioned by Recordati Rare Diseases

The powerful advocacy of patients reveals there may be psychological effects from T-cell skin lymphoma being misdiagnosed as psoriasis or eczema, causing uncertainty and impacting quality of life. This slow-progressing condition, also called cutaneous T-cell lymphoma, is a cancer of the lymphocytes, a type of white blood cell that multiply abnormally in the skin. Across the UK people are living with this rare condition and it is time for individual action.

Impact of skin lymphoma on patients
Living with a chronic skin condition can have a profound impact on a patient's quality of life. Dallas Pounds, director of services at the charity Lymphoma Action says: "People with skin lymphoma can suffer severe discomfort, itching, pain and fatigue with subsequent effects on employment, leisure activities, relationships and day-to-day living."
"In addition, the psychological impact of the condition is significant. People report feelings of uncertainty, frustration, embarrassment, helplessness, confusion, worry, anxiety and depression. People also report feeling frustrated and isolated during the period of waiting for a diagnosis. It is draining to have to attend repeat appointments that might feel as though little progress is being made."
T-cell skin lymphoma is usually diagnosed in those aged 50 to 74

years and is slightly more common in men than women. The symptoms can resemble those of common conditions such as eczema or psoriasis and they can respond well to some of their standard treatments which can prolong the time to reach an accurate diagnosis. Most patients need several GP visits and face a long period of monitoring before skin lymphoma is finally diagnosed.
Nurses play a crucial role in working with both the patient and other healthcare professionals to help care for those with skin lymphoma. Claire Lusted, advanced nurse practitioner says: "My role requires a broad skill set. I undertake clinical assessment; diagnosis and I am an independent prescriber."
"Patients are allocated a clinical nurse specialist (CNS) at the time of their diagnosis. The CNS will act as an advocate for their patient within the wider team and coordinate their treatment pathway to ensure that they receive the best possible care."
"Supporting patients and their families through a cancer diagnosis and treatment can be very rewarding. It is a time in people's lives where they are vulnerable and I feel very privileged to be able to support them at such a difficult time."
New research to understand disease journey
Research is making progress in understanding the disease journey and its genetic characteristics. The PROCLIP study is starting to identify factors that could help predict the outcomes in skin lymphomas, mycosis

fungoides and Sézary syndrome. Results have already established that some patients have a delay of more than four years before a diagnosis is made and they can receive appropriate therapy.
"People with skin lymphoma have a poor quality of life. They have to live with a certain level of disease and knowing they have a cancer diagnosis," says Professor Julia Scarisbrick, consultant dermatologist at University Hospital Birmingham, who leads the Cutaneous Lymphoma Service and is chief investigator for the PROCLIP Study.
Improving survival and quality of life
It is hoped this data will help build a prognostic index – a group of factors – that will enable patients at risk of disease progression to be identified allowing for improved survival and quality of life.
"People with skin lymphoma usually live with their condition for many years and experience symptoms flaring up from time to time. Everyone diagnosed with lymphoma, and those close to them, will have their own unique experience, and individualised needs for information and support," adds Pounds.
Lymphoma Action provides information and support for people with lymphoma.
She continues: "We can support people affected by lymphoma to feel informed to talk to their GP or healthcare team by giving them information and providing practical and emotional support."

Find out more at
lymphoma-action.org.uk/