

Clinical Protocol

Sensitive skin can be caused either temporally or can develop chronically due to exposure to certain chemicals found in cosmetics. A number of clinical treatments can also affect the barrier functions of the skin, thus making it more reactive. Frequent treatments can make the skin more sensitive and it is important to assess clients before proceeding with any treatment plan to define their risk.

Some people have a greater reaction to clinical treatments such as injections, physical and chemical exfoliation and lasers and as such, clinicians should assess clients to decide whether to recommend pre treatment with **Sensicure®** to desensitise the skin. This ensures that the skin is less reactive and remains calm during and in the days & weeks following the procedure.

People with dry skins and fairer skins are more likely to have compromised skin barrier functions and **Sensicure®** can help to resist triggering sensitivity.

Hydratime® and **Nutritime®** are also excellent pre and post treatments for dry skin types, as they enhance the lipid density by delivering the whole range ceramides (used to manufacture lipids) which are utilised by the epidermis in new skin cell development.

Sensicure® is an ideal product to apply immediately after skin challenging procedures such as peels and lasers to calm the skin quickly, allowing the client to resume their normal daily routine. **Sensicure®** should be used for up to a week after such procedures as necessary.

Sensicure® has recently undergone an extensive clinical trial in Italy, with excellent results. Its effectiveness has been shown to rival hydrocortisone cream which has been used and prescribed by doctors for the treatment of Eczema. Hydrocortisone is a steroid and as such, long-term and/or high strength usage can damage the skin. On the face this would be particularly noticeable.

Clinic Details

TANWARDS
SYNCHROVIT
LIPOACID
SYNCHROROSE
ENERPEEL
AKNICARE
THIOSPOT
SENSICURE
TERPROLINE
FILLAST
NUTRITIME
HYDRATIME
SYNCHROELAST
SYNCHROCELL
SUNWARDS



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Atopic Hyper-reactive Skin



SENSICURE



SkinMed

SOLUTIONS FOR SKIN - MEDICALLY TESTED

Sensitive Skin

Sensitive skin, although not very well-defined, is characterised by symptoms that are generally not seen but felt, such as itching and burning. Sensitive skin generally describes a condition of hyper-reactivity to substances that are applied to the skin including any cosmetic treatment. Even simple cleansing can cause suffering.

Atopic Hyperreactive Skin

Atopic hyperreactive skin is defined as a frequently-appearing skin condition characterised by symptoms such as stinging, burning, itching and a sensation of tightness, but also may appear with visible signs like reddening and shedding of skin. Anywhere up to 50% of the population may suffer and it is more frequently seen in paler skin types with up to 60% of women and 50% of men suffer some level of sensitive skin.

Triggers of Sensitive Skin

People with hyperreactive skin generally react abnormally and easily to irritants which can be physical, chemical, hormonal, or even psychological. Examples are as follows:

Physical	Chemical	Hormonal
<ul style="list-style-type: none">• UV Radiation• Temperature	<ul style="list-style-type: none">• Pollutants• Cosmetics <p>Psychological</p> <ul style="list-style-type: none">• Stress	<ul style="list-style-type: none">• Menstruation• Menopause

When exposed to these triggers, the skin becomes irritated, often without visible symptoms but also can become red, flaky and very itchy. The skin can also become vulnerable to surface infections caused by bacteria. The skin on the flexural surfaces of the joints (for example the inner sides of elbows and knees) are the most commonly affected areas of the body.

No Known Cause

The cause is not known but the barrier functions of the skin tend to be altered in people with hyperreactive skin. This can lead to a triggering of inflammation, especially at nerve endings, which then leads to a release of inflammatory chemicals - called Interleukin-1-Alpha and TNF-alpha.

These inflammatory chemicals cause certain cells known as *mast cells* to degranulate and capillaries to dilate. This then

causes the skin surface to become more reactive, resulting in stinging, burning, itching, tightness, and possibly even skin flaking and reddening.

There is also noticeable loss of lipid levels in the epidermal layers. This leads to an increase in water loss and a tendency towards dry skin. In such skins, cells of the immune system release chemicals under the skin surface, which can cause some inflammation.

Acute can quickly become Chronic

Environmental factors - particularly UV exposure - are thought to further exacerbate symptoms once they have been triggered. This may also include factors such as changes in climate, pollution, allergies to house dust mite or pollens, diet, infections, or other 'early-life factors'. However, there is no proven single cause.

There may be a combination of factors in someone who is genetically prone to hyperreactive skin, which causes a drying effect in the skin. The immune system then reacts to this and causes inflammation in the skin.

The Solution - SENSICURE®

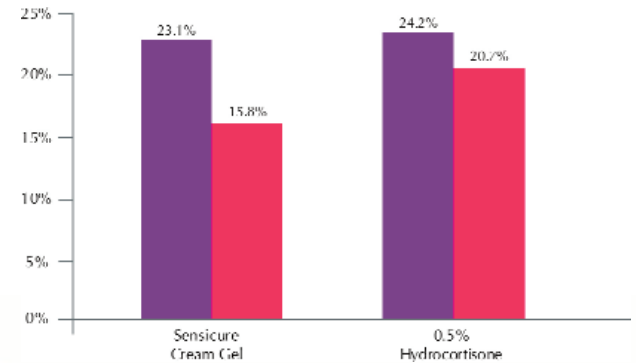
Sensicure® is an effective product which delivers a calming action to rapidly & effectively control the signs of irritation; as well as a desensitising effect whereby the products increase the tolerance thresholds of easily irritated skin, to reduce the frequency and degree of itching and burning. It also has the ability to maintain the natural protective functions of the skin while also hydrating to reduce unpleasant tightness.

Its triple-action formula comprises barrier lipids which help prevent water loss and boost Essential Fatty Acids in the skin; Xylitol, an effective water-binding agent which boosts the level of water in the upper layer of skin; and

MSM which is an excellent anti-inflammatory with a desensitising and anti-irritating effect.

SENSICURE® or Hydrocortisone?

Sensicure® is safe and does not damage skin cells or and when compared to hydrocortisone, a well known medical agent for calming skin conditions, it was just as effective at reducing irritation but without thinning the skin as steroid creams can do. It was shown to calm skin receptors effectively and should be seen as a non medical alternative to hydrocortisone.



The effectiveness of Sensicure® in comparison with hydrocortisone - as shown in the clinical trial - is represented in the graph above, which shows what effect each product has on down-regulating the inflammatory chemical, **Interleukin-1-Alpha** after **6 hours** and **24 hours**. Down regulating Interleukin-1-Alpha will prevent capillary dilation and mast cell degranulation, thus preventing the skin from becoming reactive.

