

Delicate softness for delicate skin

Our skin does a wonderful job. It lasts us a lifetime and protects us from the 'outside' world.

Your baby's skin is beautifully soft and gentle, and the clothes they wear should be the same. However, your baby's skin is also sensitive. This is because the top layer of their skin is thinner and less oily than an adult's. So you need to know that everything that comes into contact with your baby is going to be kind to their skin. Using Comfort Pure fabric conditioner will keep your baby's clothes soft, and keep them gentle against their sensitive skin.

Other things to consider to help to look after your baby's skin include:

- use appropriate sunscreens
- don't let them get sunburnt
- never allow cigarette smoke near your baby
- reduce dust in the atmosphere with damp dusting

How does Comfort Pure work?

Comfort Pure is a fabric conditioner developed especially for sensitive skin. It softens clothes in a number of ways so that the fibres of the clothes become smoother and

less prickly. This helps to make the fabrics less abrasive against the skin, reduces static and clinging, and allows better airflow around the skin.

Comfort Pure is the number one fabric conditioner for babies, but you don't have to wait for your baby to arrive to start using Comfort Pure. If you have sensitive skin why not try it straight away. It's dermatologically tested and hypoallergenic. Also, Comfort Pure's research into skin care is supported by the British Skin Foundation.

According to the British Skin Foundation's website: "The next time you're in a supermarket and you see a product with our logo on it, it means that the British Skin Foundation has independently approved the research that has gone into it"

Reviewing the research

The beneficial effects of fabrics softened with a fabric conditioner, have been studied on sensitive skin, atopic skin (skin of individuals more prone to allergy related problems, e.g. atopic eczema), and infant's skin. These studies have simulated real life conditions of skin contact with fabrics.



Results have shown that under conditions that simulate skin damage, skin recovered significantly faster when rubbed with softened fabrics and there was a mild beneficial effect when using a fabric conditioner.

If you use a fabric conditioner, Sharon Trotter, Midwife, mother, and specialist in neonatal skincare and breastfeeding consultant gives this advice "Choose one that has been well researched, is supported by the British Skin Foundation

and is designed to be kind to your baby's skin. This will give you the reassurance you need when caring for your baby's clothes".

For more information visit:
www.britishskinfoundation.org.uk
www.sharontrotter.org.uk
 or call the Comfort Careline on
 0800 776647 (Free)



Clean and soft clothes

Our skin does a wonderful job and we need to be kind to it.

So when you want clean and soft clothes, wash them in Persil Non-Bio and add in extra softness with Comfort Pure. Both have been developed to be kind to sensitive skin, and both have skin care research supported by the British Skin Foundation.

Caring for sensitive skin

Dr Sarah Jarvis suggests:

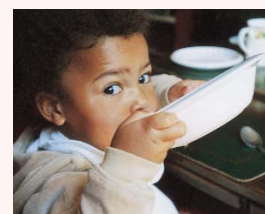
- choose soft, natural fabrics as these are less likely to cause irritation to your baby's delicate skin
- don't bathe your baby too often, as water can dry your baby's skin. Two or three times a week is fine and just 'top and tail' in between
- it's a good idea to wash all your baby's new things before they wear them. Wash items in a non-biological detergent
- consider using a fabric conditioner that has been designed for sensitive skin. In many cases the benefits of the softening effect could outweigh any possible irritation by the ingredients

- look for the British Skin Foundation logo for reassurance
- if your baby's skin suddenly gets red or angry looking, do seek help and advice from your GP, Midwife or Health Visitor

Dr Sarah Jarvis is a GP, fellow of the Royal College of General Practitioners (RCGP) and their spokesperson on women's health. She is the Radio 2 doctor and has written widely for magazines such as Good Housekeeping, Women's Health and Pregnancy. Her books include 'Pregnancy for Dummies' and the forthcoming 'Child Health for Dummies'.

Capture the feeling...

Comfort Pure are offering the chance to 12 children to become one of our 2006 calendar kids – plus, one lucky winner will go on to star in future Comfort adverts.



So if you would like to enter your child's photo, and we're looking for natural spontaneous pictures which really capture the moment, why not enter. The competition is open until the 14th November 2005.

For more information, and all competition terms and conditions visit www.comfortpure.co.uk where you can also enter digital photos online.

Also, you may want to catch us at the London Baby Show at Olympia, 21st-23rd October (www.thebabyshow.co.uk) come along to our stand and receive your free samples, have a photo taken, or just simply chat to Dr Sarah Jarvis or Midwife Sharon Trotter.