



# H<sub>2</sub>Only?

Delicate baby skin deserves mild products that help maintain and enhance the skin barrier function for healthy baby skin development.

If you'd like to find out more about the use of products on babies' skin, please contact [jbhcpcontact@its.jnj.com](mailto:jbhcpcontact@its.jnj.com).

**In fact, water alone is not an effective cleanser**

**Johnson's**<sup>®</sup>

Committed to advancing an evidence-based approach to baby skincare

UKI/JOB/14-0333a

**Johnson's**<sup>®</sup>

Committed to advancing an evidence-based approach to baby skincare

Whether to use products such as wipes or liquid cleansers – or water alone – to cleanse babies' skin is an area of potential confusion for both many parents and healthcare professionals.

## Water isn't an effective cleanser<sup>1-3</sup>

- Water alone only removes water-soluble substances.
- Proper skin cleansing helps keep baby skin free of unwanted irritants, including saliva, nasal secretions, urine, pathogens, and fat-soluble substances (faeces, faecal enzymes, dirt...).
- Surfactants are needed to bind fat-soluble substances.
- Exposure to irritants for long periods, especially in the occluded nappy area, can lead to: discomfort, irritation, infection and skin barrier breakdown.



## Water only can be harmful<sup>3,4</sup>

- Water has poor pH-buffering action - it has a neutral pH 7.0 which is alkaline compared to the normal acid mantle of skin.
- The mechanism by which water irritates the skin may involve the removal or dilution of Natural Moisturising Factor (NMF).
- Depending on bathing frequency and quality of water, washing with water alone can have a drying effect on infant skin which may lead to impairment of infant skin condition.
- Individuals with atopic dermatitis are particularly vulnerable.

1 Gelmetti C. JEADV. 2001; 15(1):12-15.

2 Walters R, et al. Cosmetics & Toiletries. 2008;123(12):53-60.

3 Telofski L, et al. Dermatol Res Pract. 2012;2012:198789.

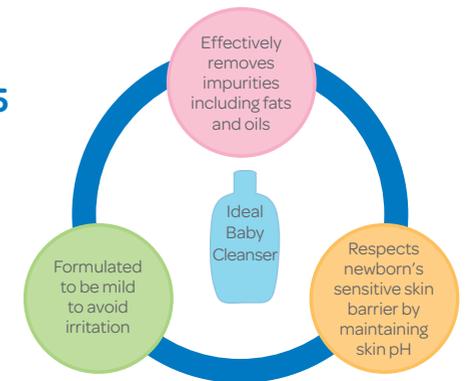
4 Tsai T, Maibach H. Contact Dermatitis. 1999; 41:311-314

5 Blume-Peytavi U, et al. J Eur Acad Dermatol Venereol.

2009;23:751-759

## Baby skin needs mild, effective cleansers to maintain its integrity and effectively cleanse<sup>5</sup>

A recent independent lead study compared the effects of a specially formulated baby cleanser with water alone on healthy newborn skin to dissipate any confusion amongst healthcare professionals and parents.



- **Independent randomised controlled trials (RCTs)** compared effects of JOHNSON'S® Baby cleansing products with water alone, on healthy newborn skin.<sup>6,7</sup>



- Largest ever clinical trials on newborn cleansing methods conducted by multidisciplinary team, led by midwives, on **over 500 newborns** (non-invasive testing of baby's skin).

JOHNSON'S® Baby Extra Sensitive Wipes and Top-to-Toe® Bath have been **independently proven to be as safe and mild on baby skin as water alone from the very first day**

Now healthcare professionals and parents can confidently make a choice when it comes to cleansing their newborn baby right from the first day.

## The evidence is clear...it's time for a change

6 Lavender T et al. Effect on skin hydration of using baby wipes to clean the napkin area of newborn babies: assessor-blinded randomised controlled equivalence trial. BMC Pediatrics 2012, 12:59.

7 Lavender, T., Bedwell, C., Roberts, S. A., et al. Randomised controlled trial evaluating a baby wash product on skin barrier function in healthy, term neonates. Journal of Obstetric, Gynecologic & Neonatal Nursing. 2013 42, 203-214.