

SKIN IRRITATIONS FROM FACE MASKS



97% experience skin damage from protective face coverings¹

Personal Protective Equipment (PPE) including face masks, shields and goggles are essential hygiene measures worn for public health and safety.

Regular or prolonged wear may disrupt the balance and hydration level between the skin and its external environment. This may exacerbate existing skin conditions or lead to new concerns like dry and flaky skin, irritation and itchiness, redness and acne.

Face masks can impact the skin in different areas

Eye contour

- [+] Dehydrated, dark under eyes
- [+] Irritated sensitive eyes

Eyes are exposed to exhaled air and moisture that escapes from the top of masks, triggering:

- Increased eye watering
- Dryness around the delicate eye contour
- Irritation that leads to rubbing & friction

T-Zone

- [+] Greater oil production
- [+] Pressure marks
- [+] Blocked pores
- [+] Breakouts

Closed environments and physical pressures may block oil ducts and hair follicles. This alters normal oil production and circulation.

Higher temperatures in the facial environment increase oil secretion.²

Cheeks

- [+] Redness
- [+] Pressure marks
- [+] Blemishes
- [+] Itch

Repeated contact between the mask material and the skin may lead to friction. Rubbing against the skin for prolonged periods can rupture acne lesions and break down the integrity of the skin lipid barrier. Allergens and irritants may penetrate more easily.

Lower face

- [+] Chapped lips
- [+] Dry, flaky patches
- [+] Oily skin
- [+] Redness

Increased heat, moisture and friction cause skin barrier damage and make the skin more susceptible to irritation.

Trapped oils, secretions and sweat may alter the pH of the skin surface, irritating the surrounding area.

Imbalanced skin microbiome can trigger acne-like breakouts and irritant contact dermatitis where the mask touches the skin.²



- > Wear sun protection daily
- > Keep facial skincare routine simple
- > Use minimalist, non-greasy formulations
- > Gently cleanse and moisturise your face daily before & after wearing a face mask

BREAKOUTS & OILY SKIN

Control oil with gentle microexfoliants LHA + Salicylic acid to eliminate excess oil, dirt and dead skin cells from pores. > Soap free > Alcohol free



Effaclar Micro-Peeling Purifying Gel Cleanser
Gently purifies skin and unclogs follicles without overdrying
> Physiological pH



Effaclar Duo(+) Anti-acne treatment
targets breakouts and helps prevent reoccurrence with prebiotic properties to help restore the skin microbiome
> Lightweight texture
> Non-comedogenic



TIPS WHEN WEARING A MASK:

- > Do not touch the mask
- > Do not reapply the mask after it has been removed
- > Use hand sanitiser before applying and removing mask
- > Do not leave around your neck
- > Change the mask when it becomes moist or discard after 4 hours of continuous wear
- > Choose natural fibres such as cotton or silk for greater permeability of moisture than artificial fibres (nylon or polyester)
- > Minimise wearing makeup
- > Ensure masks fits securely over mask, nose and chin with no gaps on sides
- ☀ Use sunscreen daily to protect skin from harmful UV rays present all-year round

DRY, SENSITIVE SKIN



Toleriane Dermo-Cleanser
Soap free rinse/no rinse cleanser removes daily impurities



Toleriane Ultra Light Fluid
Minimalist daily moisturiser intensely hydrates and cares for very sensitive skin + Soothing Neurosensitive™



Toleriane Ultra Eyes
Hydrates and soothes eye contour area + Neurosensitive™ + Niacinamide



Cicaplast Lips
Moisturising lip balm nourishes lips + Hydrating shea butter + Vitamin B5 soothes

0% FRAGRANCE | COLOURANTS | PRESERVATIVES | ALCOHOL | LANOLIN | PARABENS

SKIN UNDER FRICTION



Toleriane Dermo-Cleanser
Soap-free cleanser gently comforts and removes daily impurities



Cicaplast Baume B5 Multi-purpose balm immediately soothes and nourishes target areas for comfort
+ Madecassoside supports skin repair
+ Vitamin B5 soothes skin
+ Dimethicone creates protective barrier between skin and mask

RED, SENSITIVE SKIN

Rosaliac AR intense Anti-redness serum
+ Ambophenol + Neurosensitive™ soothes visible redness on the face



OVERNIGHT RECOVERY

Cicaplast Baume B5 Fast absorbing restorative balm intensely repairs irritated areas on the face
+ Vitamin B5 – prebiotic promotes a healthy microbiome and helps soothe
+ Madecassoside accelerate skin cell renewal for optimal recovery
+ Dimethicone for added barrier protection
+ Glycerin + shea butter – maximum comfort and hydration



Toleriane Ultra Overnight
for replenished and refreshed skin upon awakening
+ Neurosensitive™ – visibly reduces redness
+ Vitamin E anti-oxidant complex
+ La Roche Posay Thermal Spring Water – naturally hydrates and protects against free radicals

DAILY SUNSCREEN*

NORMAL/COMBINATION SENSITIVE SKIN

NEW ANTHELIOS INVISIBLE FLUID SPF50+

- Lightweight, non-greasy fluid texture
 - Invisible finish
 - Very high UVA/UVB protection
 - Dermatologically tested for sensitive skin and no eye stinging
- Fragrance-free,
Paraben-free,
Non-comedogenic

*ALWAYS READ THE LABEL. FOLLOW THE DIRECTIONS FOR USE. Apply 20 minutes before sun exposure. Sunscreen is only one part of sun protection so wear protective clothing and seek shade. Avoid prolonged sun exposure. Reapply every 2 hours and after swimming, towelling and perspiring in accordance with directions. The information contained in this marketing material is of a general nature and in no way implies that our products are suited to preventing, diagnosing, curing or alleviating disease, ailment, defect or injury in persons or influencing, inhibiting or modifying a physiological process in persons. The reader must rely on their own research and enquiries as to the suitability and/or fitness for purpose of the products and related information. We are not liable for any reliance the reader has on the information contained in this marketing material and accept no liability for any injury, loss or damage caused as a result.