



Specially designed products for the skin prone to atopy

- ✓ Dermatologically tested
- ✓ Free from SLS-SLES
- ✓ Paraben free
- ✓ Without mineral oil, colorants, silicones, phenoxyethanol

***Atopic eczema** is an increasingly common skin problem that leads to extreme dryness, itchiness and skin discomfort that can be intense.*

Depending on the age at which the atopic dermatitis develops, it can be distinguished in:

1. Baby's eczema or atopic dermatitis in **infants**
2. Atopic dermatitis in **children**
3. Atopic dermatitis in **adults**

Atopic Skin

- ❖ It's common in children but can occur at any age. Most often begins before age 5 and may persist into adolescence and adulthood.
- ❖ People with a history of atopic dermatitis, allergies, such as asthma, allergic rhinitis and food allergies are more likely to develop atopic dermatitis themselves. Infants and children may experience flares from eating certain foods, including eggs, milk, soy and wheat.
- ❖ For some people, it flares periodically and then clears up for a time, even for several years.

Symptoms

Symptoms vary from person to person and include:

- Dry skin
- Itching, which may be severe, especially at night
- Redness(erythema) can appear periodically on the face, hands, feet and in infants, the face and scalp
- Small, raised cheeks, which may leak fluid and crust over when scratched
- Raw, sensitive, swollen skin from scratching

To help minimize the drying effects of atopic dermatitis:

- ❖ **Moisturize your skin at least twice a day.** Creams, ointments and lotions seal in moisture.
- ❖ Use only **gentle, mild products** to avoid lose more natural oils from your skin.
- ❖ **Bathing:** Limit your baths and showers to 10 to 15 minutes. Use warm, rather than hot water. After bathing gently pat your skin dry with a soft towel and apply moisturizer while your skin is still damp.
- ❖ **Avoid triggers that worsen the condition.** Things that can worsen the skin reaction include sweat, stress, obesity, soaps, detergents, dust and pollen.

Specially designed products for the skin prone to atopy



✓ *With natural extract such as coconut , avocado, olive oil and bilberry*

✓ *Suitable for face and body*

✓ *Dermatologically tested*

✓ *Free from SLS-SLES*

✓ *Paraben free*

✓ *Without mineral oil, colorants, silicones, phenoxyethanol*





ATO PURE SHOWER CREAM 200ml

Extremely mild shower cream for daily use, suitable for skin prone to atopy.

Shower cream rich in natural oils (coconut, avocado, olive), suitable for very dry skin with flakes and prone to atopy.

- ❖ **Natural coconut oil(20%)**: rich in vitamin E and fatty acids, proven to help in atopic skin's treatment
- ❖ **Olive oil**: Treats dry areas of the skin and provides soothing action
- ❖ **Ecodermine** (combination of xylitol and lactitol): helps the skin to strengthen its natural defense mechanisms
- ❖ **Vitamin B3**: hydrates the skin and protects from irritations
- ✓ Suitable for face and body
- ✓ Dermatologically tested
- ✓ Free from SLS, SLES and Parabens
- ✓ Without mineral oil, colorants, silicones, phenoxyethanol
- **Instructions of use**: Apply on your body, on wet skin and massage gently. Ideally, after your bathing, you could use **HELENVITA ATO PURE SKIN EMULSION**.

ATOPURE SKIN EMULSION 200ml

Soothing emulsion for daily use, suitable for skin prone to atopy.

Skin emulsion rich in natural oils (coconut, avocado, olive), suitable for very dry skin with flakes and prone to atopy.



- ❖ **Natural coconut oil(10%)**: rich in vitamin E and fatty acids, proven to help in atopic skin's treatment
- ❖ **Olive oil**: Treats dry areas of the skin and provides soothing action
- ❖ **Ecodermine (combination of xylitol and lactitol)**: helps the skin to strengthen its natural defense mechanisms
- ❖ **Mannans**: a fermentation product, enhance the natural lipid replenishment of the skin, reorganize, strengthen the lipid barrier and reduce the transepidermal water loss
- ❖ **Hyaluronic acid**: known for its contribution to improvement on skin elasticity
- ❖ **Vitamin B3**: hydrates the skin and protects from irritations
- ✓ Dermatologically tested
- ✓ Free from SLS (Sodium Lauryl Sulfate), SLES (Sodium Laureth Sulfate), and Parabens
- ✓ Without mineral oil, colorants, silicones, phenoxyethanol
- **Instructions of use**: Apply 2-3 times a day on dry skin, with gentle circular movements, until complete.

ATOPURE BABY BATH OIL 200ml

Particularly mild bath oil for daily use, suitable for skin prone to atopy.



Bath oil specifically formulated for the very sensitive skin prone to atopy. In contrast to the common cleansers, the majority of water is replaced by hydrating and caring oils.

- ❖ **Natural coconut oil(5%)**: rich in vitamin E and fatty acids, proven to help in atopic skin's treatment
- ❖ **Omegablue (bilberry oil)**: rich in omega 3-6 fatty acids with unique soothing and regenerating properties
- ❖ **Chamomile Oil Extract**: soothing and antioxidant action
- ✓ Dermatologically tested
- ✓ Free from SLS (Sodium Lauryl Sulfate), SLES (Sodium Laureth Sulfate), and Parabens
- ✓ Without mineral oil, colorants, silicones, phenoxyethanol
- **Instructions of use**: Apply on wet skin with gentle circular movements or alternatively prepare your baby's bath diluting a small quantity in lukewarm water. Ideally, after your bathing, you could use **HELENVITA ATOPURE BABY EMULSION**.

ATOPURE BABY EMULSION 200ml

Natural soothing emulsion, suitable for skin prone to atopy.



Natural emulsion, rich in natural oils (coconut, avocado, olive), suitable for the very sensitive baby and kid's skin with prone to atopy.

- ❖ **Natural coconut oil(10%)**: rich in vitamin E and fatty acids, proven to help in atopic skin's treatment
- ❖ **Omegablue (bilberry oil)**: rich in omega 3-6 fatty acids with unique soothing and regenerating properties
- ❖ **Ecodermine (combination of xylitol and lactitol)**: helps the skin to strengthen its natural defense mechanisms
- ❖ **Polysaccharide from larch tree**: offer an additional hydrating and soothing action
- ❖ **Panthenol**: moisturizing action, ideal for treating dehydrated and irritated skin
- ✓ Dermatologically tested
- ✓ Free from SLS (Sodium Lauryl Sulfate), SLES (Sodium Laureth Sulfate), and Parabens
- ✓ Without mineral oil, colorants, silicones, phenoxyethanol
- **Instructions of use**: Apply on baby's skin, face and body on daily use with gentle circular movements, Ideally, repeat 2-3 times a day.

THANK YOU!



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