

Skin Care Facts



Skin is the largest organ of the human body and plays an important role in the immune system. Therefore, skincare represents an opportunity to improve a baby's health by choosing products with natural ingredients rather than synthetic chemicals, which can be harsh and potentially toxic.

The skin of all newborns, and especially preterm infants, is thinner and has fewer protective epidermal layers (i.e. stratum corneum). This developing skin is more susceptible to infection and irritation, putting babies at risk for systemic toxicity from any topically applied substance.¹

Chemicals are found all around us, including in the products we use every day on babies' skin — soaps, lotions, and diaper rash ointment. Chemicals are unavoidable, but exposures can be minimized.^{2,4} Health care professionals, especially those caring for newborns and premature infants, have the opportunity to model healthy and safer product choices while providing information about the vulnerabilities of newborn skin and the dangers found in many traditional baby skin care products.

AWHONN-NANN Neonatal Skin Care Guidelines¹

Episencial's Playful Foaming Wash meets and exceeds the criteria established by AWHONN-NANN for safety and mildness. Playful Foaming Wash is free from all the bad stuff — harsh and potentially toxic chemicals. This carefully formulated baby wash is made from actively healthy and organic ingredients specifically selected to gently and safely care for developing skin.

Dandle•LION Medical is Proud to Introduce Playful Foaming Wash

Playful Foaming Wash was developed by Kim Walls, CEO of Episencial and second-generation skin expert. She coupled her expertise in biochemical and nutritional science with her environmental activism to develop green, effective skin care for pregnant women and children.

Playful Foaming Wash:

- ✓ Is a mild cleanser (not a detergent) that is preservative-free, fragrance-free, non-irritating with a neutral pH
- ✓ Is made from carefully chosen ingredients with a long history of safety like organic thyme oil, fruit extracts and calendula
- ✓ Keeps the tears away with gentle sugar-based surfactants, not topical anesthetics
- ✓ Is free from all the "bad stuff" known to be harmful to babies (vfragrance, parabens, phenoxyethanol, SLS, and Q-15)
- ✓ Comes in a single patient 10mL foil pack or an 8 oz. squeeze bottle. Both are recyclable and phthalate and BPA free.
- ✓ Manufactured in a pharmaceutical laboratory using solar power
- ✓ Recommended by doctors and medical professionals
- ✓ Available in retail stores for parent purchase



10 mL foil pack
and 8 oz. bottle

**Make non-toxic, all natural baby wash the
standard of care in your hospital!**

State of the Evidence

Chemicals in the environment can play a role in illnesses and developmental disabilities^{3,6}. Of the more than 90,000 chemicals in use in the US today, the Environmental Protection Agency (EPA) has tested only 200 for safety and has banned only five substances in the past 30 years!³

Exposures to chemicals begin early and come from a number of sources.⁶ **Even fetuses are contaminated with hundreds of industrial chemical compounds before birth.** A review of cord blood samples found the presence of chemicals which are linked to neurotoxicity, cancer, and birth defects.³

Heavy metals like lead and mercury can produce profound and permanent changes in the developing nervous system.⁶ Synthetic compounds like BPA (found in formula cans and hard plastic bottles) and phthalates (found in IV tubing and fragrances) disrupt the delicate balance of a baby's endocrine system which impacts the development of reproductive organs, metabolism and even susceptibility to cancer.⁶

Manufacturers claim the amounts of chemicals found in everyday products are too small to cause harm. However exposure from multiple sources add up – resulting in a total body burden that can lead to short and long term medical problems.⁶

“As a NNP and a consumer, I was shocked to learn that some infant skincare products traditionally used in the hospital are far from gentle or pure. We have a responsibility to our patients and their families to be informed about unsafe, chemical-laden products and to champion safer alternatives.”

- Kathi Salley Randall, RNC, MSN, CNS, NNP-BC
gRN NICU Consulting, Inc

Don't Be Fooled, The Danger is Real!



Less than 10% of ingredients in body care products have been tested for safety and most labeling claims are not regulated by the government.

Be wary of these common terms — they are often meaningless and confusing:

- Hypoallergenic
- Natural
- Organic
- Unscented

Read your labels

Avoid these ingredients for a host of reasons. They have been shown to be allergenic, potentially toxic or carcinogenic, and/or can disrupt hormonal and metabolic functions. Despite these risks, manufacturers are not required to disclose them to consumers:



- Parabens
- Phthalates
- 1,4 dioxane
- Quanterium 15 (Q15)
- Phenoxyethanol
- Preservatives
- Fragrances
- Petroleum

Key Resources & References

1. AWHONN-NANN Neonatal Skin Care Evidence-Based Clinical Practice Guidelines - 2nd edition - 2007.
2. www.noharm.org — Healthcare Without Harm. For all issues relating to environmentally sustainable and responsible healthcare. Check out their NICU PVC-DEHP audit and tool-kit and much, much more.
3. www.EWG.org — Get informed and then get involved on this site. Read free reports such as “No More Toxic Tub” that reveals dangers in baby skin care products. Visit the “Safe Cosmetics Database” where you can research your favorite products’ ingredients and safety score. Also don’t miss their survey on Nurses’ chemical exposure.
4. www.greenNICU.com — Education and initiatives for a “green-centered” NICU. Created by a Neonatal Nurse Practitioner.
5. Learn about the current inadequacies in the US regulation of cosmetics. Watch a free video at www.StoryofCosmetics.com or read “Not Just a Pretty Face: The ugly side of the cosmetics industry” by Stacy Malkan.
6. Learn about the link between early chemical exposures and the American epidemic of neuro-developmental disabilities and cancer: “In Harm’s Way” a free online report by The Greater Boston Physicians for Social Responsibility and the President’s Report on Cancer 2009. Download The Breast Cancer Funds’ State of the Evidence (2010) showing the link between early environmental exposures and breast cancer (www.breastcancerfund.com).

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Playful Foaming Wash Safe, Non-Toxic Cleanser for Babies



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