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Moisturizing

FALSE CLAIMS AND PROBLEMATIC INGREDIENTS

Over-the-counter moisturizers are often recommended by dermatologists to treat atopic dermatitis, allergic contact dermatitis, contact dermatitis and psoriasis. But, according to a review of some of the best-selling over-the-counter moisturizers, most moisturizers contain allergens that could worsen the skin condition it's recommended to treat.

The review, published in *JAMA Dermatology*, found that of 153 products, 88% contained at least one allergen (fragrances, parabens and tocopherol) identified by the North American Contact Dermatitis Group (NACDG); 43% contained three to four allergens; and 13% contained five or more.

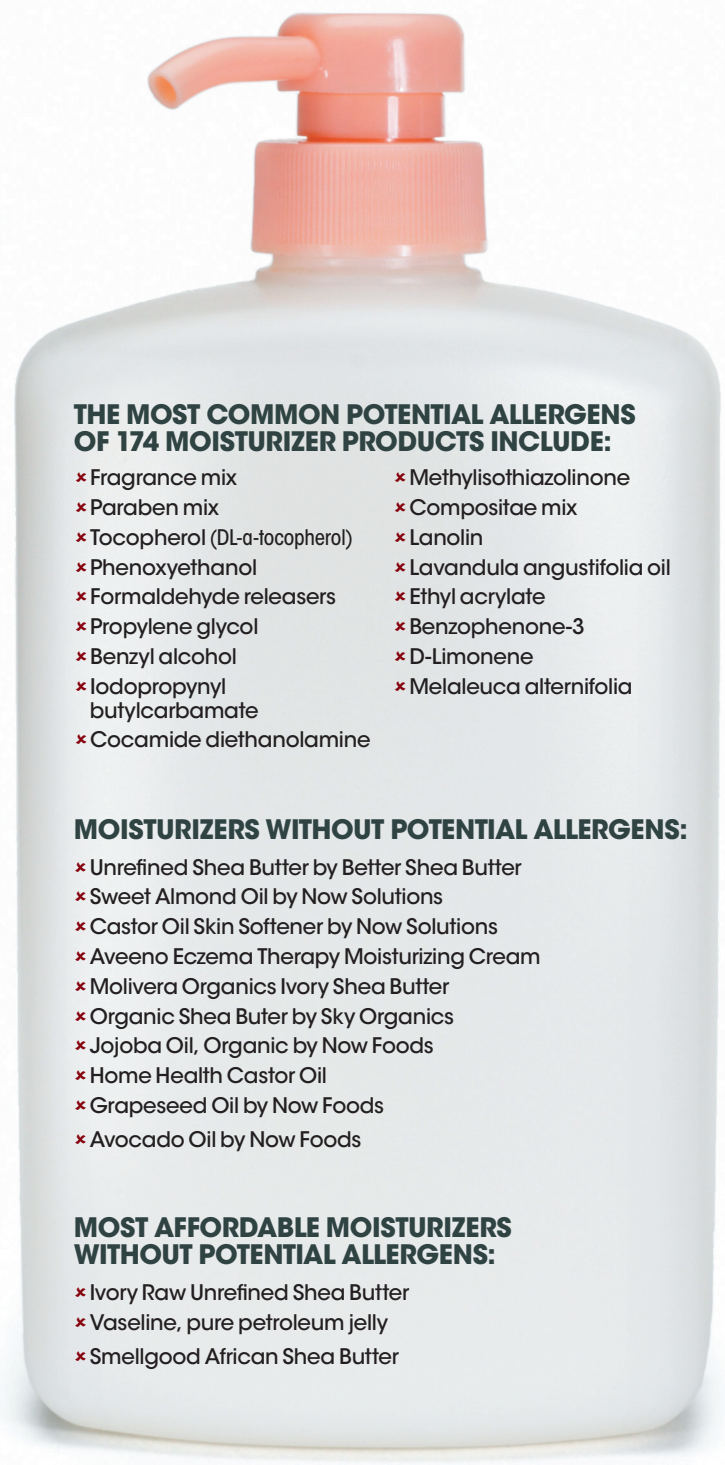
"The concept of hypoallergenic as perceived by lay people and physicians is often misunderstood," says senior author Jonathan Silverberg, M.D., Ph.D., MPH, of the Northwestern University Feinberg School of Medicine in Chicago. "In fact, with enough exposure and an underlying predisposition, patients can develop allergies to many of these personal care products."

MISLEADING CLAIMS

There is no industry medical criteria to substantiate the claim "dermatologist-recommended," which may refer to one dermatologist or 100 dermatologists. In most cases, the claim is associated with a premium price, as are claims of hypoallergenic or fragrance-free.

"It is not really a meaningful term, but rather a term that companies are allowed to use fairly liberally. As a dermatologist, I would not put too much stock into the claim."

Jonathan Silverberg, M.D., Ph.D., Northwestern University



THE MOST COMMON POTENTIAL ALLERGENS OF 174 MOISTURIZER PRODUCTS INCLUDE:

- ✗ Fragrance mix
- ✗ Paraben mix
- ✗ Tocopherol (DL- α -tocopherol)
- ✗ Phenoxyethanol
- ✗ Formaldehyde releasers
- ✗ Propylene glycol
- ✗ Benzyl alcohol
- ✗ Iodopropynyl butylcarbamate
- ✗ Cocamide diethanolamine
- ✗ Methylisothiazolinone
- ✗ Compositae mix
- ✗ Lanolin
- ✗ *Lavandula angustifolia* oil
- ✗ Ethyl acrylate
- ✗ Benzophenone-3
- ✗ D-Limonene
- ✗ *Melaleuca alternifolia*

MOISTURIZERS WITHOUT POTENTIAL ALLERGENS:

- ✗ Unrefined Shea Butter by Better Shea Butter
- ✗ Sweet Almond Oil by Now Solutions
- ✗ Castor Oil Skin Softener by Now Solutions
- ✗ Aveeno Eczema Therapy Moisturizing Cream
- ✗ Molivera Organics Ivory Shea Butter
- ✗ Organic Shea Butter by Sky Organics
- ✗ Jojoba Oil, Organic by Now Foods
- ✗ Home Health Castor Oil
- ✗ Grapeseed Oil by Now Foods
- ✗ Avocado Oil by Now Foods

MOST AFFORDABLE MOISTURIZERS WITHOUT POTENTIAL ALLERGENS:

- ✗ Ivory Raw Unrefined Shea Butter
- ✗ Vaseline, pure petroleum jelly
- ✗ Smellgood African Shea Butter

