

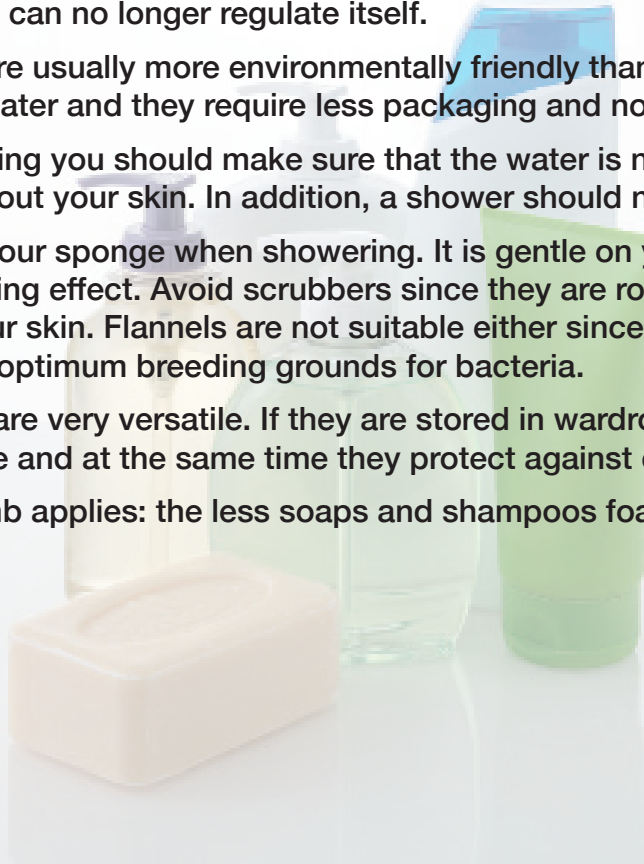


## RECOMMENDATIONS FOR THE USE OF RINSE-OFF PRODUCTS



### Washing and showering :

- At an average of 1.8 m<sup>2</sup> and weighing 10 to 14 kg, the skin of an adult human being is the biggest organ. Our skin is our protective sheath. It protects us from drying out and from negative environmental influences (e.g. parasites, cold, heat, ...). Moreover, our skin is closely linked to our immune system and is involved in various processes such as metabolic and regulatory ones.
- Too frequent or “incorrect” washing can destroy the skin’s natural protective layer and people can become more susceptible to skin irritations or allergies.
- Use shower gel sparingly or shower occasionally with water only. Shower gels contain tensides that dissolve fat and can therefore remove your skin’s protective fat layer.
- Avoid shower gels with a moisturising effect. Your skin gets used to an artificial supply of fat and then it can no longer regulate itself.
- Solid soaps are usually more environmentally friendly than shower gels since they do not contain any water and they require less packaging and no preservatives.
- When showering you should make sure that the water is not too hot, otherwise there is a risk of drying out your skin. In addition, a shower should not take more than 10 minutes.
- Don’t forget your sponge when showering. It is gentle on your skin and provides a cleaning and peeling effect. Avoid scrubbers since they are rough and they can damage the surface of your skin. Flannels are not suitable either since if they are not properly washed, they are optimum breeding grounds for bacteria.
- Bars of soap are very versatile. If they are stored in wardrobes, they give clothing a pleasant fragrance and at the same time they protect against clothes moths.
- A rule of thumb applies: the less soaps and shampoos foam, the milder they are to your skin and hair.





## Washing your hair :

- The hair is not only a natural adornment but also natural protection. It protects the head from heat and UV radiation. Hair shampoos often promise to provide your hair with vitamins and proteins. However, this is not the case since your hair is only superficially covered with such substances and its surface appears sleeker as a result. Your hair cannot absorb any of these and some substances in the shampoo might even harm your scalp.
- Less is more! More shampoo does not make your hair cleaner. Put a little blob of shampoo on your scalp and massage it into damp hair and then rinse it out thoroughly with lukewarm water. The less a shampoo foams, the milder it is on your skin and hair. By using it sparingly, you not only protect your scalp but also the environment and your wallet.
- Avoid washing your hair too often. Every time you massage your hair, this increases the fat production of your sebaceous glands, which can lead to greasy hair.
- Avoid irritating your scalp e.g. with hot water, hot hair dryers, hairspray, ...
- Dandruff shampoos should not be used for long periods since they might contain substances that further irritate your scalp.

