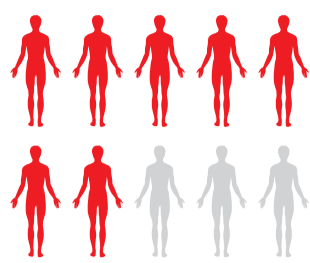


Why are your patients so sensitive?



71% of adults have self-declared sensitive skin.¹

While differences in how people perceive skin sensitivity exist, most say they have sensory effects, such as itching, burning, stinging, tightness and dryness.² Due to the subjective nature of sensitive skin, diagnosis is complex and there is often a disconnect between what subjects feel and what medical professionals can observe.

As much as the symptoms and causes of sensitive skin can vary, so do product preferences and benefits sought by consumers. While it's important to help patients identify which products are best to help relieve or prevent sensitivity symptoms, patient adherence to a recommended regimen could also hinge on their preferences and priority product attributes.

New research reveals how consumers perceive their sensitive skin and their preferences for treatment

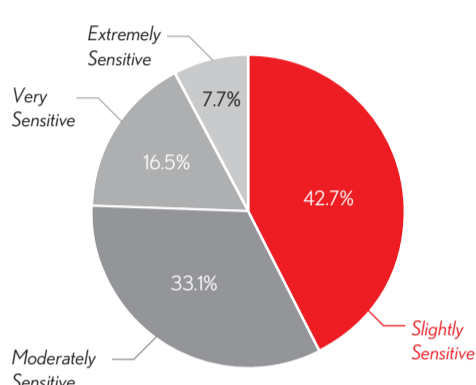


For decades, scientists for Aveeno® have researched sensitive skin states and developed formulas that are efficacious and aesthetically preferred. To expand their holistic understanding of self-declared sensitive skin, an online survey of 1000 participants (800 females, 200 males, aged 18-65) was conducted among self-declared sensitive skin consumers of varying ethnicities - the majority with sensitive skin on their face and body. Data captured included the prevalence of sensitive skin, how their level of sensitivity evolved as they aged, what skin conditions respondents had been diagnosed with, their triggers and the symptoms they experience.⁴

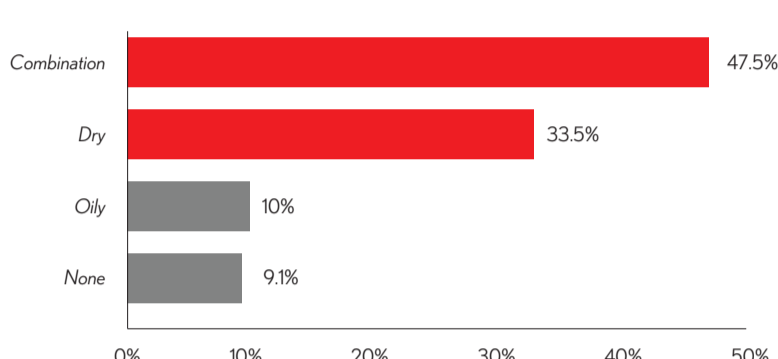
Results:⁴

75% of sensitive skin respondents described themselves as having slightly sensitive or moderately sensitive skin and described their skin type as combination or dry skin.

Which of the following best describes your skin type?*



Which of the following best describes your facial/body skin?*

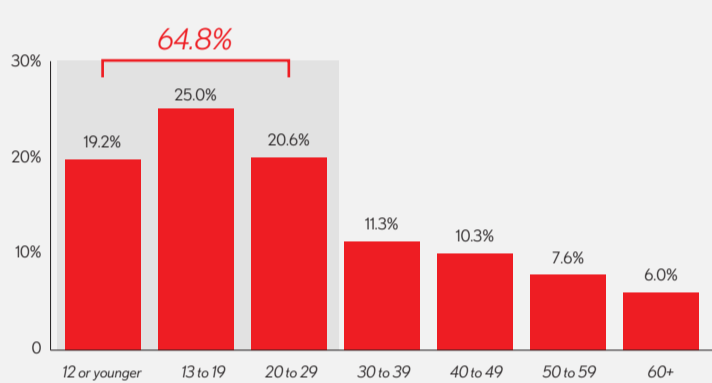


How has facial/body skin sensitivity evolved over time?*

79% of consumers reported their sensitive skin either remained constant, or worsened over time

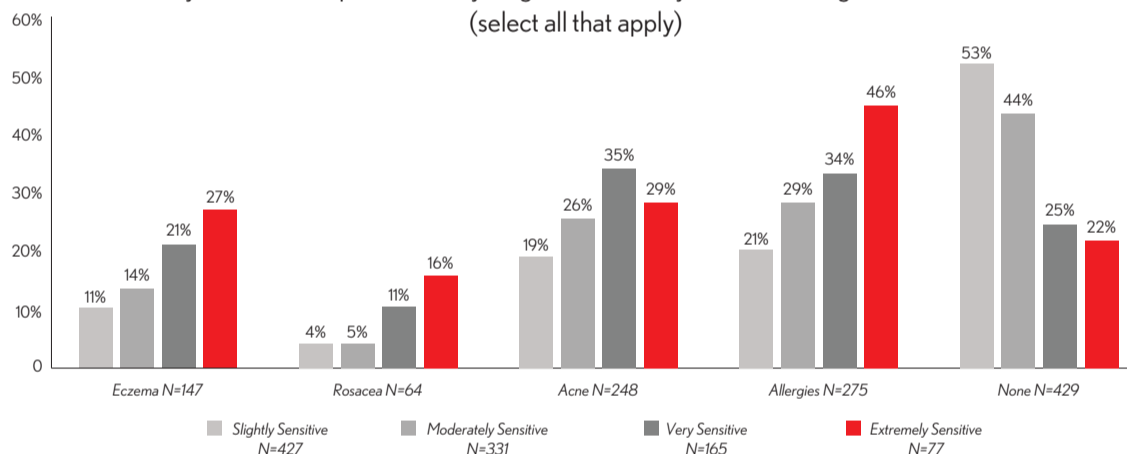
65% of respondents discovered they had sensitive skin before the age of 30

When did you first start experiencing sensitive skin on your face/body?*

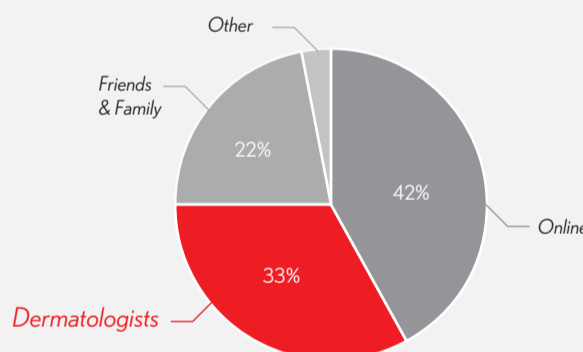


Those who identified as extremely sensitive were ~200% more likely to have been diagnosed with eczema, rosacea, acne, or allergies than those who identified as slightly sensitive

Have you ever been professionally diagnosed with any of the following skin conditions? (select all that apply)

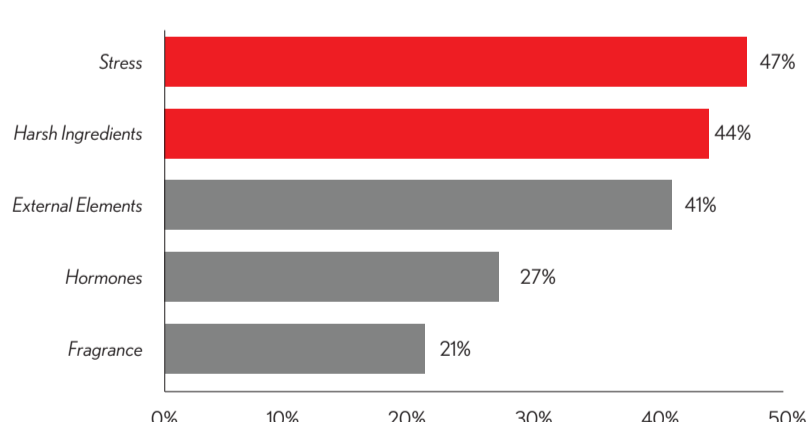


Dermatologists are the consumers' second-most used source of information when seeking advice for treating sensitive skin.



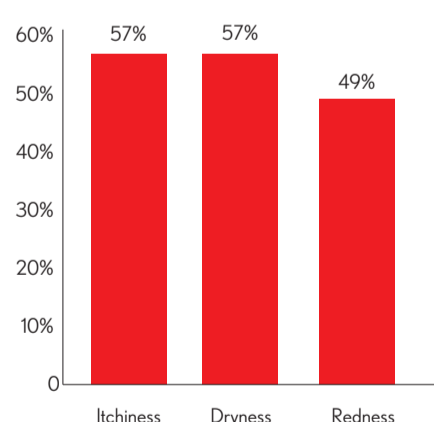
Stress and ingredients were the cause of the majority of skin reactions among self-perceived extremely sensitive and very sensitive consumers

What typically causes your skin to react? (select all that apply)*



The most common skin complaints of self-perceived sensitive skin consumers:

What are the most common skin complaints?



Moisturization is the top remedy desired by consumers regardless of their degree of skin sensitivity.

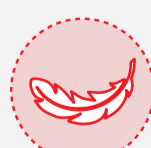
The top three product attributes desired when deciding which sensitive skin care product to purchase:



Free of harsh ingredients, no harsh chemicals, no artificial colors/scents



Leaves skin moisturized



Is gentle/non-irritating

This study of consumer attitudes and behaviors provided meaningful insights regarding desired outcomes and product preferences of consumers with self-declared sensitive skin.

*N=1000

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