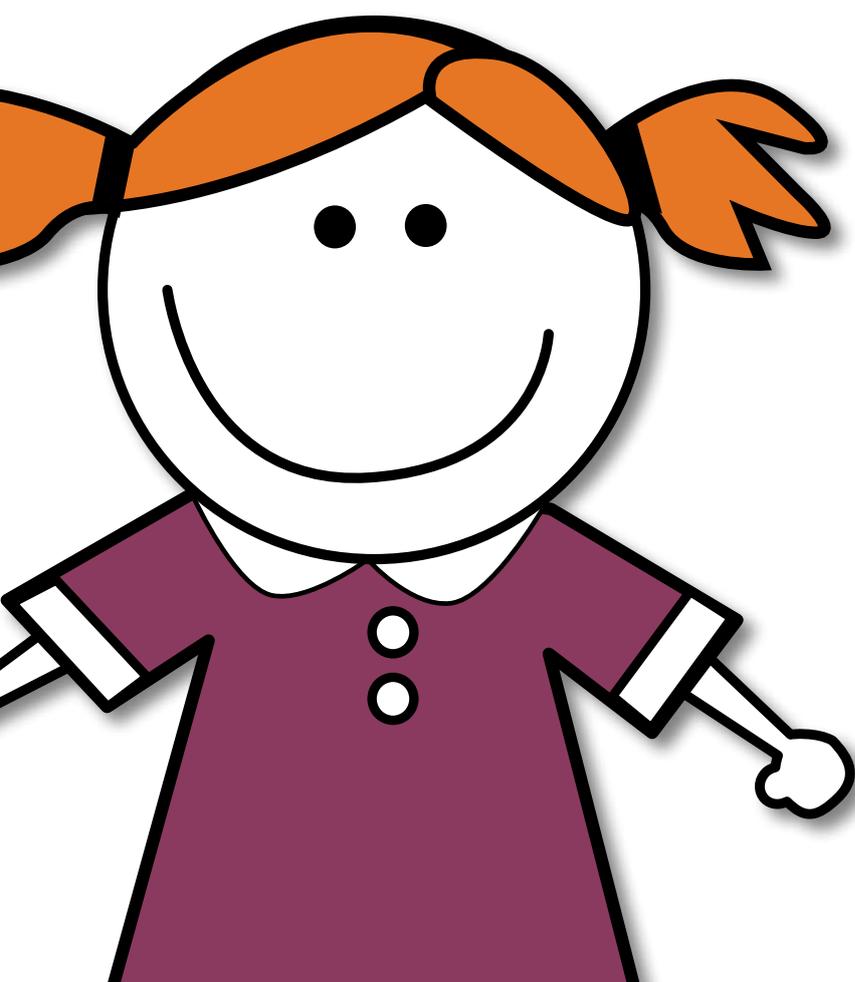


talkeczema

Product Evaluation

Product evaluation to examine whether a water softener can help to alleviate eczema



 **Kinetico**[®]
home water systems

www.kinetico.co.uk/eczema
0800 0131 580

Introduction

It has been suggested that hard water can cause, or exacerbate, eczema due to use of excessive amounts of soap for washing, or due to skin contact with the soap scum, which results from a reaction of the soap with the hardness minerals. Also, reactions could occur due to scum particles on the surface of laundry (clothes and bedding) causing irritation when it comes into contact with the skin.

Kinetico commissioned talkhealth (www.talkhealthpartnership.com) – one of the UK's largest eczema support groups with over 6,500 members – to conduct an independent product trial and survey.

Objective

There are many anecdotal records by doctors and eczema sufferers, of eczema conditions improving, or completely disappearing, when the patient moves into a soft water area or when water softeners are fitted to the home. The objective of the trial was, therefore, to gain greater insights from eczema sufferers about the effects on eczema when living with a water softener.

Case Presentation

The survey was carried out between August and December 2011 and was promoted to talkhealth members. 339 people completed the prequalification questionnaire and volunteers were screened for suitability (no rented dwellings, no apartments and living in a hard water area. As a result, 23 participants were selected to have Kinetico water softeners installed in their homes for a three month period. The participants then completed a questionnaire at the end of each month.

Results Overview

In summary, participants who had a Kinetico water softener fitted found that:

- **91%** recorded less itchininess;
- **83%** maintained that the water softener reduced the severity of their eczema;
- Of the **78%** regularly applying emollients or steroid cream, 67% were using less;
- **96%** noticed smoother skin and softer hair;
- **91%** are using less soap and shampoo;
- **83%** used less washing powder and detergent;
- **83%** noticed softer feeling towels and clothes;
- **87%** saw less scale on taps, showers, and tiles.



“It has made a vast improvement to Jessica’s skin condition even in the hot weather when it is normally really bad.”

Comment

Commenting on these results, Julie Van Onselen, Independent Dermatology Nurse, said, “These results show the people who participated in this survey felt the addition of a water softener benefitted and improved the severity of their eczema. The most positive result is that people with eczema felt their skin was less itchy and smoother. The vicious scratch-itch cycle is often the hardest symptom to deal with, dry skin is itchy skin and itchy skin is scratched, which leads to damage and often a “flare-up” of eczema.”

Acknowledgement

Kinetico UK Ltd would like to thank talkhealth for conducting this product trial. In particular Karen Jones for liaising with the trialists and co-ordinating all the survey results, Deborah Mason and the talkhealth members who participated - without them this survey would not have been possible.

About Kinetico

Kinetico is a world leading water treatment specialist committed to improving the water quality of families and businesses around the world. Founded in 1970, Kinetico invented the non-electric water softener and continues to produce innovative water systems today. Kinetico products are independently certified and fully compliant to NSF and ACF regulatory standards and WRAS in the UK.

Their products are used by those who demand the best including; Buckingham Palace, Thames Water, The Savoy Hotel and Stoke Mandeville Hospital.

“I cannot believe the difference the softener has made, I am no longer getting dry flaky patches on my face...”

Contact

For further information, or to book your free soft water experience...

visit **www.kinetico.co.uk/eczema**

call **0800 0131 580**

Appendix - Full Results

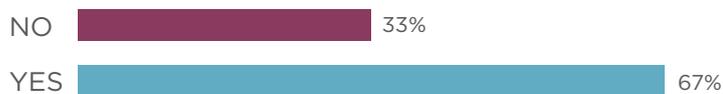
1. Has the severity of the participant's eczema reduced since participating in the trial?



2. Does the participant regularly apply emollient or steroid creams to treat their eczema?



3. Is the participant using more or less emollient or steroid cream since starting the trial?



4. Is the participant experiencing less itchiness since installing a water softener?



5. Has the participant noticed their skin feeling smoother and experiencing silkier hair?



6. Is the participant using less soap and shampoo when bathing?



7. Do clothes and towels feel softer?



8. Are less washing powders or detergents being used around the house?



9. Is there a reduction in limescale on taps, shower-screens and tiles?

