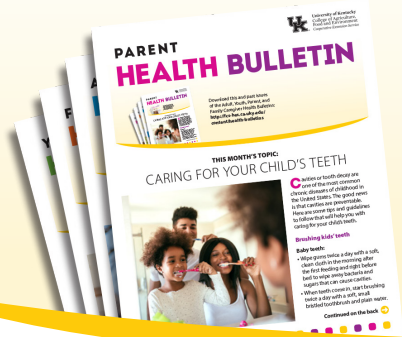


# PARENT

# HEALTH BULLETIN



JULY 2024

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### THIS MONTH'S TOPIC

## YOUR CHILD AND SKINCARE: WHAT YOU NEED TO KNOW



Skincare has become a popular topic among school-age kids lately, thanks to viral videos on social media and marketing campaigns from skincare companies targeting younger audiences. But how necessary, or even safe, are these products for kids?

Traditionally, skincare products have targeted adults. They make claims to address cosmetic problems such as wrinkles, dark spots, or loose skin. These are not problems that kids or teens typically need to fix. In fact, using products unnecessarily can cause problems, such as drying out skin, causing rashes, or making skin oilier and causing acne. In extreme cases, over-the-

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# *Sun protection is the best way to prevent premature wrinkles, sunspots, and most importantly, skin cancer. Make sure to choose a sunscreen that is at least 30 SPF or higher for face and body application.*

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counter skincare products have caused chemical burns and damage to eyes in young users.

But don't shut down the conversation about skincare products altogether. Consider this an opportunity to discuss with your child the valuable lessons of skin protection, hygiene, and peer pressure.

Skincare companies love to market multistep skincare routines that may include beaded cleansers, masks, scented moisturizers, and oils. Kids do not need many of these products. However, their interest in skincare products can be a terrific way to discuss the use of skin protection, like sunscreen. Your child may be interested to know that sun protection is the best way to prevent premature wrinkles, sunspots, and most importantly, skin cancer. There are many sunscreen products on the market today, and some products specifically made for faces. These face products tend to boast a few added benefits, such as being tear-free or not running into eyes and have applicators like roll-on sticks or small brushes. Make sure to choose a sunscreen that is at least 30 SPF or higher for face and body application.

Kids of all ages also need to wash their face as a part of their daily hygiene routine. If your child has developed an interest in using special skincare products for their face, an age-appropriate choice may be to find a gentle face cleanser and moisturizer. There is no need to splurge on designer products though. Generally, avoid products that include fragrance, any harsh active ingredient, or abrasive additives like beads or sand. Drug stores or groceries have many affordable choices. Talk with your child about how to wash their face, using warm (not hot!) water, cleansing before moisturizing, and always washing off sunscreen at the end of the day.

As kids get older, it is normal for them to become more concerned about what others do and think. Your child may have become interested in skincare



because their friends are or because they have seen a favorite celebrity in a skincare ad. This is a great opportunity to discuss with your child that everyone has unique needs, skincare included. You may also want to bring up the money that skincare companies invest in influencer marketing, and the profits that those companies stand to make by convincing people to buy products that they may not need.

Always discuss concerns about your child's skin, breakouts, or potential reactions to skincare products with your child's doctor or other health-care provider.

#### REFERENCE:

<https://kidshealth.org/en/parents/skincare-products.html>

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**ADULT**  
**HEALTH BULLETIN**

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