SHIELD

- Change how the world thinks about and acts on skin health
- Drive “skinnovation” to improve human health and wellness

@SHIELDCenter #SHIELDSSkinTech
The Skin Health “Paradox”

• Skin is our largest organ

• Skin is the only organ we can see and touch

• Skin is the organ we think about the least, unless there is something wrong
  • And once the problem is better, we forget about skin once again!
    • “Vicious cycle of skin amnesia”
Why does skin matter?

• **Skin is a SHIELD**

  • **Barrier** to the outside world, toxins, harmful microorganisms, pollution
  
  • As we age, our skin becomes **drier and thinner** and easily injured
  
  • Over $\frac{3}{4}$ people over the age of 65 have at least 1 skin disorder
  
  • Most of these are **preventable, treatable, manageable**
  
  • “Simple” skin problems can result in discomfort, distress, infection, hospitalization and even death
Why should skin matter to caregivers?

- **Skin is a means of social interaction and communication**
  
  - Individuals and their caregivers may not pay attention to skin until something goes wrong
  
  - Caring for the skin is an important, accessible and easy way to care for both the physical health and emotional wellness of older adults
  
  - **Touch** empowers us to connect, protect and better care for our loved ones!
SWEET

- SHIELD
- WET
- EAT
- EVALUATE
- TOUCH
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