



Nestlé Skin Health
Investigation, Education,
Longevity Development
SHIELD Centers

Skin Health Matters (for Caregivers!)

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SHIELD

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



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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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