

# The Power of Touch

A companion booklet  
for caregivers



Nestlé Skin Health  
Investigation, Education,  
Longevity Development  
SHIELD Centers

in collaboration  
with

  
Global Coalition on Aging

&

  
National Alliance for Caregiving

# Table of Contents

Our skin empowers us to touch, to feel,  
to connect 3

Why do we need to care for our skin? 4-5

Here's how you can take care  
of your loved one's skin 6-7

Did you know? 8



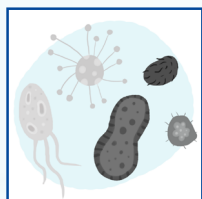
# Our skin empowers us to touch, to feel, to connect

By caring for our skin and the skin of our loved ones at every age, we allow it to continue protecting and connecting us, keeping us healthy and happy.

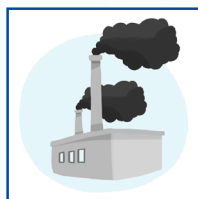
Though we may not notice it often, our skin provides tremendous benefits to our overall health:

## Our skin protects us.

As our largest organ, our skin keeps us safe from the sometimes harsh environments in which we live, protecting us from:



Bacteria



Pollution

## Our skin tells the story of our overall health.

The skin acts as a health barometer: when we're healthy inside and out, our skin will look and be healthy. Changes to how our skin looks and feels can be the first indicator that something is not right inside our bodies.

## Through touch, our skin plays a vital role in our emotional health.

Touching a loved one when caring for their skin conveys love and warmth, strengthening the emotional connection between caregiver and care recipient.

### Did you know?

Maintaining healthy skin can reduce the severity of falls and related complications.

# Why do we need to care for our skin?

As we age, our skin becomes drier, more fragile and less elastic, making it more susceptible to irritation, infection, wounds and disease. Certain skin conditions and diseases become more prevalent, including:



## Eczema

An itchy, red rash



## Psoriasis

Immune skin disease that causes raised, red, scaly patches



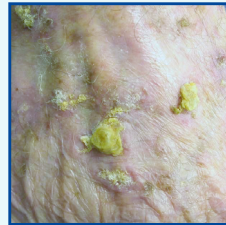
## Pruritus

An unpleasant and often severe itch, often associated with dry skin



## Xerosis

Abnormal dryness of the skin



## Actinic Keratosis

Pre-cancerous, scaly, crusty growths that occur on sun-exposed areas of the skin

Fortunately, as long as we take care of our skin and pay attention to the changes taking place, we may be able to intervene before any potential conditions have a negative effect on our health, or perhaps prevent them entirely.

## Did you know?

**Many seemingly unrelated diseases can impact our skin health**

- Skin infections are particularly common among people with diabetes. Elevated glucose levels intensify dry skin. Weakened immune systems compromise wound healing and increase the risk of infections.
- Some cancer treatments can cause skin conditions like pruritus, hand-foot syndrome or acne-like rash. These conditions can affect cancer patients not only physically but also psychologically and socially.

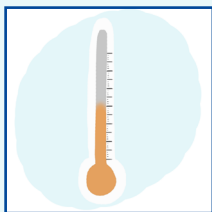
**As a caregiver, you are uniquely able to protect and optimize your loved one's health, inside and out, by caring for his or her skin.**

Our skin may be invaluable to our physical and emotional health, but it is not invincible—it becomes more susceptible to irritation, infection, wounds, disease and wrinkles as we age. To ensure that your loved one ages happily and healthily, you can take action to maintain, nourish and enhance his or her skin.



# Here's how you can take care of your loved one's skin

## Bathing:



Adjust temperature to lukewarm



Limit lathering, wash gently



Limit time in the tub, don't soak

## Moisturizing:

1. Apply moisturizers after gently drying skin following bathing  
(Always know allergy history before selecting and using a moisturizer. Discontinue and consult physician or healthcare provider if reaction occurs.)
2. Apply a thin layer of hypoallergenic, unscented moisturizing cream or lotion, depending on the preference  
(Humectants and lubricants are common components you'll want in your moisturizer.)
3. Gently massage the moisturizing cream or lotion into the skin
4. To eliminate any slippery or sticky residue, pat—don't rub—the skin dry with a soft towel



## Nutrition:

- **VITAMINS.** Make sure to prepare meals with fruits and vegetables rich in Vitamins A, C, D and E, as well as beta-carotene and zinc. These nutrients normalize coloration and help keep skin healthy.

*Carrots, leafy greens, citrus fruits, almonds and sweet potatoes*

(Always know allergy history before using ingredients in food preparation and consult physician or healthcare provider if reaction occurs.)

- **HEALTHY FATS.** Make sure also that your loved one's meals contain sufficient healthy fats. This prevents imbalances in essential fatty acids like omega-3s and omega-6s.

*Seeds, nuts, avocados and salmon.*

(Always know allergy history before using ingredients in food preparation and consult physician or healthcare provider if reaction occurs.)

- **WATER.** Keep your loved one drinking water throughout the day. Doing so keeps the skin hydrated, elastic and plump.

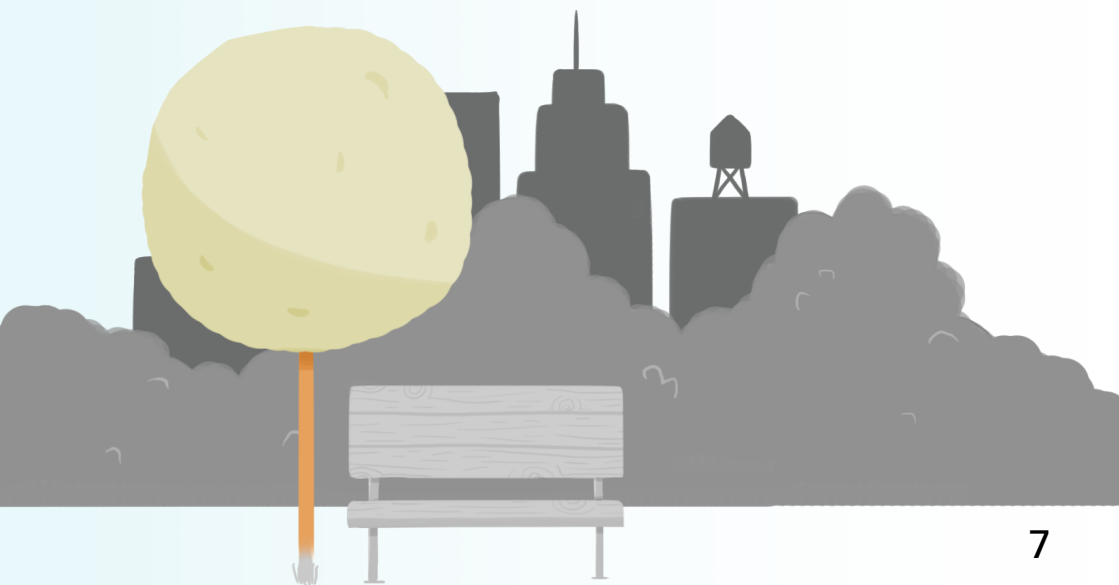


## Spending time outdoors:

- **SUNSCREEN.** Apply sunscreen (SPF 50+, with the words 'broad spectrum' on the label) regularly to your loved one's skin. Reapply every two hours, especially if sweating or wet, and be sure to use at least a shot glass-sized amount of sunscreen on exposed skin.

(Always know allergy history before selecting and using a sunscreen. Discontinue and consult physician or healthcare provider if reaction occurs.)

- **SHADE.** If possible, avoid direct sunlight and heat.
- **PROTECTIVE CLOTHING.** Wear protective hats, long sleeves and sunglasses that offer protection against ultraviolet light.



## Did you know?

If your loved one is undergoing treatment for cancer, the treatment may be causing skin side effects. Here are some ways that you can help support him or her:

- Understand the situation.
- Know what therapies your loved one is using and how they could affect his or her skin.
- Empathize with your loved one.
- Consult physician or healthcare provider if any reactions occur while on cancer treatment.

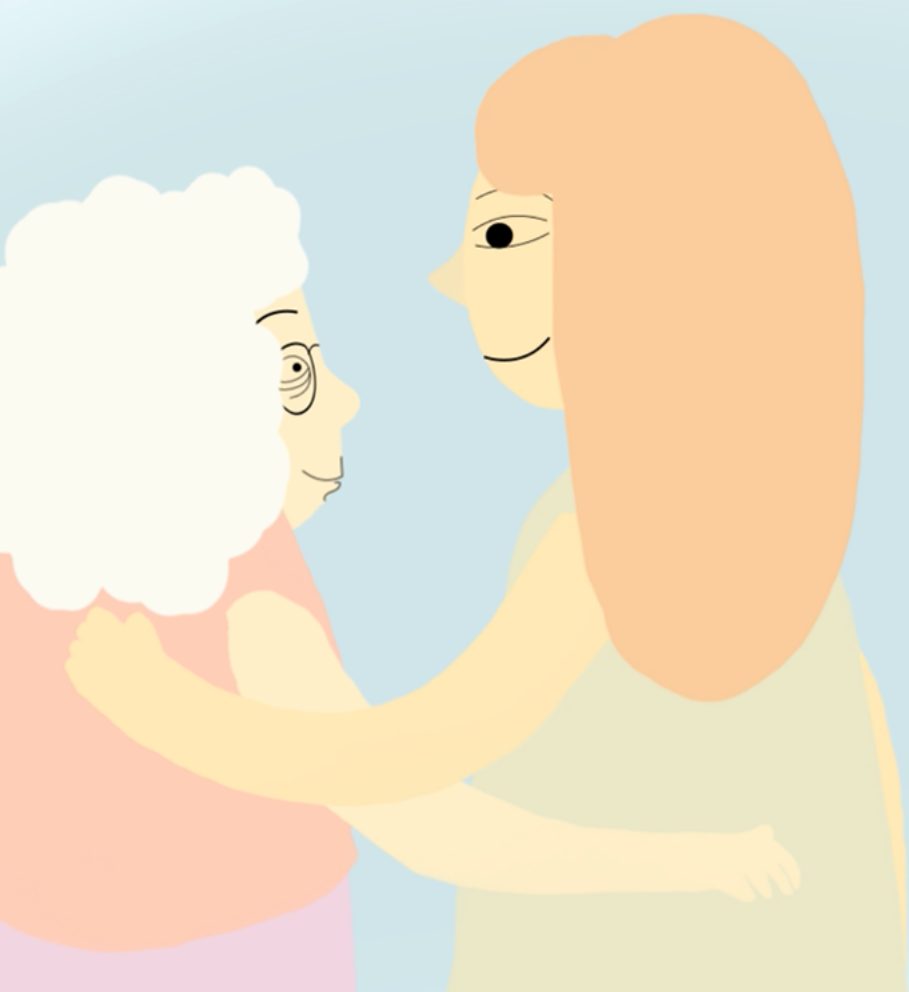
Help your loved one stay on top of healthy bathing, moisturizing, dieting and outdoors habits, and:

- Remember that, as a caregiver, you will often be your loved one's first point of contact.
- Always be on the lookout for changes.
- Consult a healthcare professional if any changes arise, or if you suspect there is a problem—get expert advice and support in order to take appropriate action.

Don't forget to take care of yourself too. As a caregiver, you need to stay healthy so you can keep your loved ones healthy. If you have questions about your own health, reach out to a medical professional for help.

**Our skin empowers us to touch, to feel,  
to connect—and there is no greater gift  
as human beings than connection.**





# Who we are

Nestlé Skin Health's vision is to change the way the world thinks about skin health. Nestlé Skin Health SHIELD (Skin Health Investigation, Education, Longevity Development) is a global network of innovative cross-discipline experts and visionaries developing new approaches in skin health, nutrition and wellness. We believe lifelong skin health and nutrition are central to starting and staying well. So we create innovative solutions that challenge how the world thinks about and acts upon skin health, nutrition and wellness.

This video and booklet were created in collaboration with the Global Coalition on Aging and the National Alliance for Caregiving.

## Contact Us

Nestle Skin Health SHIELD\* Center  
\*(Skin Health Investigation, Education,  
Longevity Development)  
430 E 29th St, 11th Floor  
New York, NY 10016

1-646-495-3052  
info@nestleskinhealth.com  
www.nestleskinhealth.com/shield