

A new clinical strength antiperspirant formulation proven to be gentle and caring to skin while still fighting sweat effectively.

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Background: Many that experience heavy sweating also encounter irritation, whether from the sweat itself or from antiperspirant (AP) products.

Objective: To determine if a new caring clinical AP stick (Caring AP) could offer extra effective sweat protection while being gentle and caring to underarm skin.

Methods: Several clinicals were conducted on a caring AP versus an existing sensitive therapeutic AP stick with 24-hour clinical strength protection (therapeutic AP). A standard 14-day cumulative irritation patch test (CIT) was completed. Additionally, a 24-hour short term moisturization (STM) study was done, measuring skin hydration (Corneometer) and barrier function (Transepidermal Water Loss). Two hotrooms were conducted, the first to demonstrate extra effective performance over 96 hours of the caring AP and the second a comparison of the two products.

Results: The 14-day CIT revealed that the caring AP is not significantly different from the therapeutic AP with both showing no significant irritation. However, the new caring AP delivered significantly increased hydration 4 hours after application versus the therapeutic AP and improved barrier protection compared to baseline up to 24 hours after application. The hotroom studies demonstrated extra effectiveness of the caring AP at 96 hours and superior performance compared to the therapeutic AP at 72 hours.

Conclusion: Traditionally, high-active AP products may not be recommended for patients prone to underarm irritancy. However, this new caring AP has been developed to provide extra effective performance against sweat over 96 hours and still achieves gentleness with the added skincare benefits not delivered by the therapeutic AP.