

Beat: Health

## LA ROCHE POSAY UNVEILS NEW POLLUTION STUDY AT THE WORLD CONGRESS OF DERMATOLOGY

BY LEADING DERMATOLOGICAL SKINCARE BRAND

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**USPA NEWS** - New studies released at this year's World Congress of Dermatology (WCD) by leading dermatological skincare brand, La Roche-Posay, show how pollution can lead to accelerated visible signs of aging, especially those with sensitive skin...

New studies released at this year's World Congress of Dermatology (WCD) by leading dermatological skincare brand, La Roche-Posay, show how pollution can lead to accelerated visible signs of aging, especially those with sensitive skin. La Roche-Posay, known for its research relating to sensitive skin, shared compelling information regarding pollution and skin health, and how to prevent future damage.

This year's WCD in Vancouver attracted 12,000+ dermatologists to discuss one new skincare development in particular "“ pollution. La Roche-Posay presented the following research :

- Two studies in Germany and China reported an increase in cheek pigment spots due to particulate matter from soot and traffic exhausts.
- Over a 5-year period, ozone was strongly linked to wrinkle formation due to antioxidant and collagen depletion .
- An alarming 12% of 1,600 reporting cities in 91 countries meet the World Health Organization's air pollution guidelines .
- By using La Roche-Posay cleansers, 95% of polluted particles are eliminated after use.

Dr. Dominique Moyal, Deputy Scientific Director at La Roche-Posay recommends cleansing with their Micellar Water Cleansing Solution to remove invisible particles, Toleriane Ultra to strengthen skin's protective barrier and any Anthelios product for daily sun protection.

To further test this, a study was conducted using La Roche-Posay's three-step regimen on 53 Shanghai women with sensitive skin who lived in a highly polluted area. Immediately after use 96% said it was effective, and after four weeks 100% felt their skin was protected.

Source : La Roche-Posay

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