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## Beware of summer clothing skin blues

- **Over a third of affected Brits (38%) say summer is the worst time of year for skin irritation from clothing fabric**
- **Only 1% are concerned with fabric causing skin the most irritation during both Autumn and Spring**
- **Almost two thirds of Brits (65%) feel cotton causes the least irritation to their skin**

Summer means less clothes for most people, but surprisingly nearly two fifths (38%) of Brits whose skin is irritated by fabric say it is this time of year, more than any other, that clothing fabric causes the most irritation to their skin, according to a poll commissioned by COTTON USA.

During each of the seasons of Autumn and Spring, when we are wrapped up against the elements, only a mere 1% of affected adults are most concerned about their clothes causing skin irritation. The same goes for children, with nearly a third of parents of kids with irritable skin (29%) saying that summertime is when their child's skin is most affected by the clothes they wear.

The main culprit appears to be nylon, with only 2% of people believing it is the least irritating material, followed closely by polyester (3%) and wool (5%).

Cotton comes top as the best answer to summer skin blues, with almost two thirds of adults (65%) citing cotton fabric as the least irritating material against their skin.

Dr Sarah Wakelin, consultant Dermatologist at a Central London Teaching Hospital, comments: "Skin irritations often worsen during summer due to the heat and humidity. Most people with sensitive skin will feel better in clothes made of pure cotton as it allows the skin to breathe easily."

Steph Thiers-Ratcliffe, International Marketing Manager, COTTON USA concludes: "Cotton is extraordinarily important in our daily lives and this latest research shows how beneficial it is for people in terms of comfort next to their skin. Cotton clothing ranges from denim jeans and shirts through to underwear, T-shirts, sweatshirts, shorts, dresses and children's wear, so is suitable for every occasion, whatever the time of year."

### **About the research**

The research was carried out by YouGov Plc. Total sample size was 2107 adults. Fieldwork was undertaken between 27th - 30th March 2009. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+).