

## **Vagisil Daily Intimate Washes – Comparison to Soaps**

Healthy human skin, including the skin in the vulvar area, has an acidic pH in the range of 4 to 6.<sup>1</sup> True soaps have alkaline pH's in the 8-10 range, and even typical washes and cleansing bars are typically formulated at a pH of 6 or above.<sup>2</sup> As an example, according to the Dove US website, Dove beauty bars have a pH of 6.8-7.9 and Dove body wash has a pH of 6-7.3.<sup>3</sup>

It has been well-documented that cleansing products with a higher pH than skin's natural pH can disrupt the acid mantle of the skin and therefore, compromise the skin's natural barrier function.<sup>4,5,6</sup> *Vagisil* washes are formulated to a pH range of 4.5 – 5.5, which is within the natural pH range of the vulvovaginal skin.

Maintaining a normal pH of skin helps skin stay healthy and perform optimally. *Vagisil* daily intimate washes are formulated to the optimal pH level of vulvovaginal skin, unlike conventional cleansing products like bar soaps and body washes.

<sup>1</sup> Shi, V. Y., Tran, K., & Lio, P. A. (2012). A comparison of physicochemical properties of a selection of modern moisturizers: hydrophilic index and pH. *J Drugs Dermatol*, 11(5), 633-6.

<sup>2</sup> An Employer's Guide to Skin Protection. (2000). Retrieved August 05, 2016, from <http://elcosh.org/document/59/d000457/an-employers-guide-to-skin-protection.html>

<sup>3</sup> Welcome to Dove. (n.d.). Retrieved May 15, 2018, from <http://www.dove.com/us/en/home.html>

<sup>4</sup> Korting, H. C., & Braun-Falco, O. (1996). The effect of detergents on skin pH and its consequences. *Clinics in dermatology*, 14(1), 23-27.

<sup>5</sup> Schmid-Wendtner, M. H., & Korting, H. C. (2006). The pH of the skin surface and its impact on the barrier function. *Skin pharmacology and physiology*, 19(6), 296-302.

<sup>6</sup> Ali, S. M., & Yosipovitch, G. (2013). Skin pH: from basic science to basic skin care. *Acta dermato-venereologica*, 93(3), 261-269.