

## Eczema Relief could be 'On Tap'

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### New Report Shows Eczema Relief could be 'On Tap'

With around one in five school children and almost one in twelve adults suffering from eczema according to the National Eczema Society, a new report shows that the majority of sufferers do not realise that one of the best forms of relief could be 'on tap'.

Increasing anecdotal evidence is emerging that skin conditions such as eczema are aggravated by hard water, and sufferers who remedy this by installing a water softener experience immediate relief. As many as 60 per cent of UK households are affected by hard water and, when prompted, 71 per cent of those polled claimed to be aware that hard water does aggravate dry skin conditions but only 12 per cent had reviewed this as a skin condition solution. However, 41 per cent of those questioned expressed concern about the quality of their home water supply\*.

Hard water is a naturally occurring phenomenon. It is water that contains dissolved chalk, lime and other minerals. Rainwater is naturally soft, but as it passes through chalk and limestone it collects particles of these minerals which add hardness to the water. The result in these affected areas is tell-tale limescale build-up, exaggerated skin and hair dryness, and increased soap and detergent usage to combat the de-lathering effect of hard water.

For Natalie Molyneux, an eczema sufferer since birth, the correlation between hard water and the exacerbation of her condition seems more than anecdotal. "When I lived with my parents who had a water softener, my condition greatly improved. Since leaving home, I now live in a known hard water region without a softening unit and my eczema has worsened. I would like to know if there really is 'something in the water'."

Water purifying is not a new science, it was started by the Romans in 313BC. Today the water softener market in the UK is worth £25m, according to Kinetico, which reports increasing anecdotal evidence that customers are reporting relief from a range of dry skin conditions, including eczema. Householders keen to test the quality of their water can send for a free water test kit from Kinetico by calling 0800 0151380.

\*Research undertaken by NOP Omnibus between 7th - 9th September 2001 amongst 1,002 adults nationwide:

#### **CASE STUDIES AVAILABLE include:**

- A Mother's Story: How soft water provided eczema relief for Karen Horsgood's 2 year old daughter, Katie.
- Natalie Molyneux: the London marketing executive whose soft water supply in the family home helped reduce the symptoms of eczema. Now living alone with a hard water supply, her eczema has returned causing pain and embarrassment in a job which involves regular client interface.