



AESTHETIC AND COSMETIC DERMATOLOGY (LASERS SEPARATE CATEGORY)

## IMPROVEMENT OF SKIN CONDITION WITH A DAILY SHAVE REGIMEN IN A POPULATION OF MEN WITH RAZOR BUMPS

Pj Zupkosky<sup>(1)</sup> - E Moran<sup>(2)</sup> - A Mcmichael<sup>(3)</sup>

*Procter&gamble, Gillette Male Grooming, Boston, United States<sup>(1)</sup> - Procter&gamble, Gillette Male Grooming, Boston, United States<sup>(2)</sup> - Wake Forest Baptist Health Medical Center, Department Of Dermatology, Winston-salem Nc, United States<sup>(3)</sup>*

**Background:** Pseudofolliculitis barbae, PFB, also referred to as razor bumps, is an inflammatory condition with a clinical presentation of papules in the beard area with occasional pustules or hypertrophic scarring, which usually develops in response to hair removal. PFB occurs when hair grows into the skin, causing an inflammatory response which can then be further traumatized during subsequent shaving. PFB can affect men and women who have naturally curly hair. While PFB refers to the beard region, the condition can occur in any region of the body where hair is removed.

**Objective:** The primary purpose of this study was to clinically evaluate the impact of daily shaving with a new razor technology on the skin condition and overall appearance of the skin in men with PFB.

**Materials and Methods:** Using a combination of dermatologist, self assessment and instrumental measures, the impact of daily shaving with the new razor technology was evaluated for efficacy in reducing the occurrence and symptoms of PFB and shaving irritation.

**Results:** In this poster, we will present quantitative and qualitative data and consumer response that shows how shaving every day with the new razor technology improves the skin condition in men with razor bumps and shaving irritation.

**Conclusions:** Shaving every day with the new razor technology improves the skin condition in men with razor bumps and shaving irritation.

