Objective: Sensitive skin is a common condition especially in industrialised countries and emerging continents like Africa. It is experienced in response to various exogenous and endogenous factors including pollution. These are shown to affect quality of life in a similar manner to skin diseases.

Aim: The present study aimed at defining the common symptom profiles of sensitive skin in Africa and, thereafter, the efficacy of a topical application of a specifically formulated body moisturiser targeted for sensitive skin.

Methods: 179 healthy participants from 4 African countries took part in this study. Pre and during 28 consecutive days of daily application of the tested product, the sensitive skin symptoms on the body were defined by participants and dermatologists, using a standardised questionnaire classically used in the grading of sensitive skin severity.

Results: The major causes of sensitive skin in African populations were sweat and environmental conditions, that contributed to a significant extent. Dryness and itching appear as the major physical and sensorial symptoms, respectively. Clinical analysis and participant’s self-declaration showed a statistically significant improvement in the sensitive skin symptoms, most distinctly skin dryness, itching, flakiness, and tightness as early at 7 days after the use of the tested product. This was evidenced by the decrease in the number of participants presenting these symptoms as well as a relief in the intensity of their symptoms.

Conclusion: The management of sensitive skin requires the repair or protection of the skin barrier. We conclude that, in these African groups, that a readily accessible and cost-effective body moisturiser targeted for sensitive skin can provide a significant and fast relief in their physiological and sensorial symptoms.