

# METHVEN

Press Release

For Immediate release 10.08.09

## **Shower Water Now Friend not Foe to Eczema Sufferers**

### **Methven says “Get a Maia!” to anyone suffering from Atopic Dermatitis**

*Between 10-25% of New Zealander's have eczema (Atopic Dermatitis), and the number has risen dramatically over the past 50 years. Eczema has a tendency to run in families. If both parents have eczema, there is an 80% chance that their children will too. 90% of eczema sufferers are diagnosed before the age of 5 years.*

*A recent study undertaken in New Zealand on the benefits of reducing the effects of chlorine on the skin of Eczema patients has been published in the NZ Medical Journal.*

The findings of the research show that of the respondent's, whilst maintaining their regime of topically applied prescriptions, who received the Maia Shower containing the Vitamin C filter and not the placebo, noticed a reduction in exacerbations or flares in their Eczema for the 8 week duration of the research program.

Historically Dermatologists have recommended Eczema sufferers shower rather than bathe simply to reduce the amount of time bathing in chlorinated bath water.

While chlorine is an important part of the water purifying process to eliminate bacteria, the chlorine, chloramines and the gases generated from chlorine in the shower have some detrimental effects on our body.

Nicky Dunn, General Manager for Methven Home Spa says “Anyone who has ever swum in a chlorinated pool knows how harsh chlorine is on the skin & hair. Chlorine is known to strips the skin of its natural protective barrier and is thus drying to both the skin and the hair; not to mention altering hair color”

Methven collaborated with a leading Dermatologist to explore the effects of reducing the chlorine on the skin when showering. The naturally occurring oils in the skin provide protection from bacteria entering through the pores and help to keep moisture in the cellular structure of the skin.

A healthy cell structure is vital as our skin is our only external organ it is also the largest organ. It is working 24hours a day to repair, release and regenerate itself so that it can perform its function to protect our internal organs.

Eczema stems from excess dryness of the skin. .For people suffering from Eczema there is a propensity for the skin to feel tight and it becomes itchy, when scratched the skin cracks, the cracks then become superhighways for bacterial infections causing painful atopic dermatitis that can require medical intervention and topically applied remedies.

Methven uses Vitamin C (ascorbic acid) to neutralize the chlorine and it is proven to reduce the amount of chlorine in the water as it flows through the filter. Vitamin C is a superior method of removing chlorine from the water as only small amounts are required so the vitamin c cartridge fits snugly in the handle of the shower. Unlike charcoal filters which require large volumes to achieve similar results.

### **Maia reduces the pH levels in the water to help purify the water**

Maia's Vitamin C filter also helps to neutralize the PH levels in the water which help keep your skin and hair closer to their normal pH levels, keeping your skin and hair more healthy.

Showering in pure water helps keep skin softer and hair shinier, not dull and faded from the effects of chlorine. It's also possible that less moisturizing and toning products are required following a shower as the skins ph levels are already neutralized.

Dr Shaun Holt, the lead researcher, said "the results of this pilot study are encouraging for people with eczema. Chlorine is an irritant for many people with eczema, and it makes sense that symptoms may improve when this novel showerhead removes the chlorine. This was a small study, and bigger studies are needed to confirm the findings, but based on these results the Methven Maia may well be worth trying for people with troublesome eczema symptoms"

The Vitamin C chlorine filter lasts for approximately 120 5 minutes showers or about 2 months in a family home servicing 4 people.

Methven Maia is now available in a chrome finish from all leading plumbing stores nationwide, Smith and Caughey or [www.methven.com](http://www.methven.com) from RRP\$349.00.

## **Background for Editors**

Methven NZ established in 1886 as the pioneers of the tap and shower market in New Zealand noted the insight of the effects of chlorine on the skin from several international studies that have been commissioned by health organizations studying the effects of chlorine on a broader basis. The studies cover many adverse health conditions and can be sourced and referenced easily by Googling Adverse effects of chlorine on health.

Following the launch of Methven Maia in 2007, several purchasers of Maia noted their own Eczema conditions had apparently improved. The customer hypothesis; due to the reduction of the chlorine from the shower water and the Vitamin c infused water. This positive customer feedback inspired Methven to commission the research study.

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James, Attorney, 31 years old

My two main skin related troubles have been dry scalp and irritated facial skin. The dry scalp at times has left me with embarrassing white flakes on my shoulders and neck line, which have made it next to impossible to wear dark colored shirts. Anti-dandruff shampoos simply haven't worked, and over the years I have developed some rather elaborate schemes to combat this condition -- many of which bordered on voodoo. In the end, I settled on a rotation of three different shampoos, which helped, but did not cure the dry scalp. Similarly embarrassing have been the red patches of irritated and dry skin on my chin and jaw line. No amount of facial moisturizer (and I've tried them all!) has been able to make these dry areas disappear.

So when I was given the opportunity to try Satinjet Maia, I was a bit skeptical about the effect it could have on my skin. Nonetheless, I installed the Satinjet myself in just a few minutes on a Saturday and took my first shower. By Tuesday, the red patches of irritated skin on my face were completely gone. Similarly, by the end of the first full week using Satinjet, there was a shocking reduction in the number of flakes coming off my scalp. And yes, I was shocked, because after living with dry scalp for long, I had just come to accept it as a fact of life.

I've continued using Satinjet for a couple months now and the results speak for themselves. The red spots on my face are still gone, and I would estimate that the Satinjet has reduced my dry scalp flakes by 95%. I hesitate to say that Satinjet is a miracle cure for all skin problems, but it certainly has dramatically changed my skin and my life for the better. Nothing else that I've tried has made such a visible change to my skin, and I still can't believe how easy it was!