

COTTON APPLIES HARD SCIENCE
TO SENSITIVE SKIN





LESS OUCH, MORE AHHH.

Everyone wants their clothes and personal care products to be comfortable and safe against their skin. For the millions of people with sensitive skin, choosing non-irritating fibers is even more critical. That's why Cotton Incorporated set out to clinically evaluate and determine if cotton—either natural or purified—causes a reaction on any type of skin.



WHAT IS NATURAL COTTON?

Natural cotton has been mechanically cleaned to remove debris but still contains natural oils and waxes that make the fiber very soft and hydrophobic.

WHAT IS PURIFIED COTTON?

Purified cotton has been scoured and whitened, removing the natural oils and waxes to maximize absorbency and purity.

PUTTING COTTON TO THE TEST.

The objective of the clinical trial was to determine the safety of cotton on people with and without sensitive skin. A secondary objective was to learn about the differences between how natural cotton and purified cotton interact with skin. The clinical trial was done in partnership with an independent lab that specializes in clinical testing using the Human Repeat Insult Patch Test (HRIPT).



This standardized test was conducted on a group of over 200 participants. All participants underwent patch tests for both purified cotton and natural cotton. Approximately 50% of participants had self-reported sensitive skin.

The testing process lasted 7 weeks and consisted of 4 weekly induction phases, a 2-week recovery phase, and a one-week challenge phase.

In the induction phase, the participants' skin was graded for irritations 24 hours after removing the patch of cotton. In the challenge phase, the evaluation was conducted 15–20 minutes after the patch was removed.

WHAT IS THE HRIPT?

The Human Repeat Insult Patch Test is a method used to test a product's irritation and allergy potential. It is designed to induce contact dermatitis in a small area. Through clinical trials, this test can help determine any potential irritation or sensitization issues.

COTTON'S SAFETY IS NOW CLINICALLY PROVEN.

When the results were analyzed, both natural and purified forms of cotton passed the sensitivity test with flying colors. In both the induction and challenge phases, there was no irritation response to the cotton fiber patch test on any of the over 200 participants.

Both types of cotton were found to be completely non-irritating even to those with sensitive skin, now proving clinically that natural and purified cotton are hypoallergenic and safe. The results were reviewed and approved by a dermatologist.





FEEL SAFE & SOUND WITH COTTON.

For centuries, cotton has been known to be soft and safe, and now it is also clinically proven to be safe. From clothing to baby care, feminine hygiene and medical materials, cotton's hypoallergenic and non-irritating properties enhance the products we turn to most. So if you're looking for a fiber you can feel comfortable trusting, reach for cotton.

To learn more about the hypoallergenic nature of cotton, visit cottonworks.com/nonwovens

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Source: Cotton Incorporated 2019 clinical trials on Determination of the Irritating and Sensitizing Propensities of Mechanically Cleaned and Purified Cotton on Human Skin.