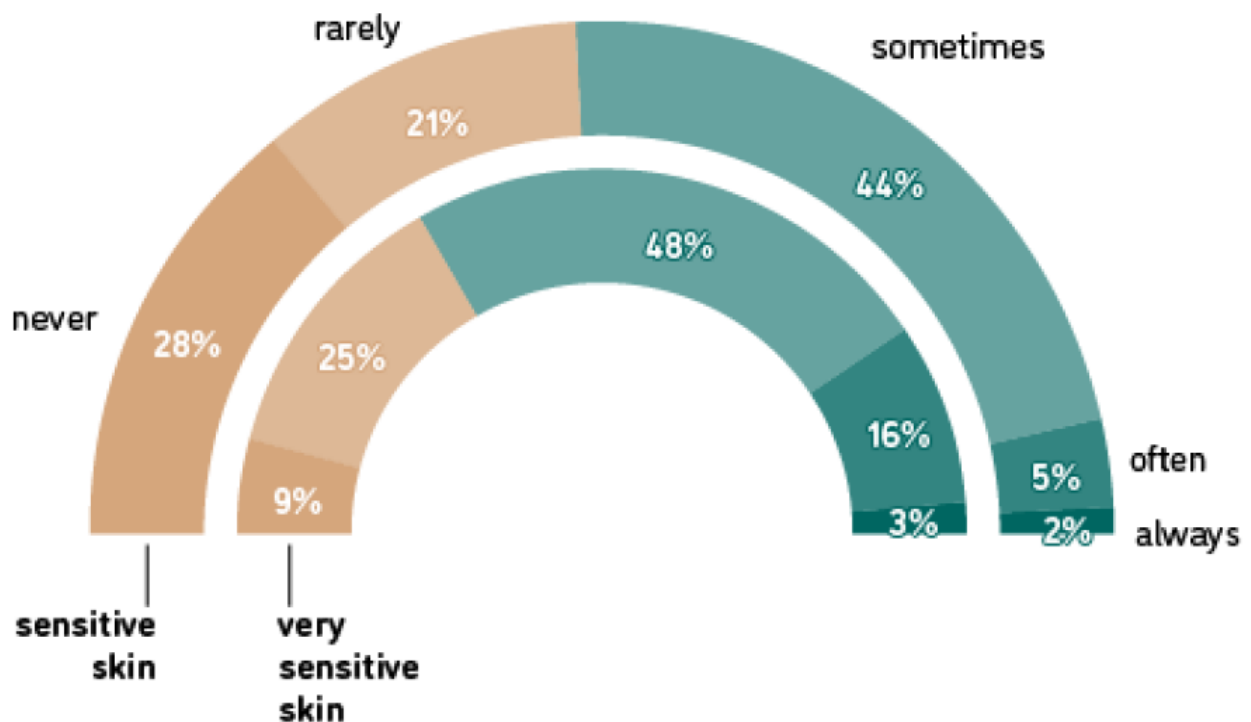


Clothes impact the wellbeing of people with sensitive skin, Clover research finds

A new report finds that fashion seems to have ignored the needs of 25% of the population struggling with clothing against their sensitive skin.

Do you-with your skin-ever suffer from the clothes you wear?



Amsterdam, Noord-Holland Jun 16, 2022 ([Issuewire.com](https://www.issuewire.com)) - Clover is a recently launched Dutch fashion brand. It dedicates itself to helping people with sensitive skin feel as best they can, because what you wear impacts how you feel and act. It has perfected long sleeve t-shirts for sensitive skin and skin conditions.

- The report also found that **46% of respondents** with sensitive skin or skin conditions such as eczema, acne, very dry skin, or psoriasis state that their quality of life is affected by their skin.
- **57%** of these respondents are actively **irked by the clothes they wear**.
- Sensitive skin and skin conditions are globally on the rise. **Half of the general population considers themselves to have sensitive skin**; half again feels this to be problematic.

The importance of clothes transcends cultures, time, and geography. While most of us like to be stylish, we generally don't even think about the clothes touching our skin day and night as we go about our daily lives: There is no such blissful unawareness for those with sensitive skin. 195 million adults in Europe and 85 million people in the US have a skin condition in one form or another. Hitherto, clothing for people with skin conditions or sensitive skin has not been researched, despite the fact that for many their garments can cause extreme discomfort.

The purpose of [The Clover Report](#) is to raise awareness of the impact that clothes have on those with sensitive skin and to encourage the fashion industry to make small changes yet with a huge impact. The report has been executed by the research agency Direct Research in the assignment of Clover by interviewing over 200 people who have sensitive skin or a skin condition. ([Download the full report here](#))

Quality of life affected

Skin problems have more of an impact on people's well-being than the outside world realises. It is not just about red skin: conditions such as eczema and psoriasis are linked to itching, pain, low self-esteem, and sleepless nights. The Clover report finds that nearly half (46%) of people with sensitive skin feel their quality of life is affected by their skin. For people with very sensitive skin, this number rises to almost 2 out of 3 (65%).

Impact of clothes on sensitive skin

According to The Clover report:

- More than **half (57%)** of the people with sensitive skin and two-thirds (**67%**) of the people with very sensitive skin are physically (and in all likelihood also mentally) irritated by the clothes they wear.
- **Almost 80 percent** of people with eczema suffer more when wearing clothes: a scalding feeling, itchiness from synthetic fibers, irritation from labels, and seams.
- One in five people with sensitive skin try to cover up their breakouts with their clothes but unfortunately, the clothes they use are often an additional source of aggravation.
- Issues with clothing are most prevalent for those with general high sensitivity (72%), rosacea (70%), eczema (67%), and psoriasis (64%). Those with high sensitivity (66%) and dry skin (57%) are most acutely affected by the itchiness of clothing.

Power of clothes

"We want the fashion industry to make more clothing that makes people feel better", says Merel van der Ham, founder of Clover. "How you dress has a significant impact on your psychology. We want to use this research to highlight that approached in the right way, clothing has the power to make people with skin problems feel better and more themselves. We believe you can find comfort, peace of mind, and a better quality of life from the one thing that touches your skin day and night - your clothes."

The importance of textiles

Many with sensitive skin already know to steer clear of synthetic fibers, choosing natural fibres textiles only. Bacteria often play a role when skin acts up and grows at a factor of 2000 faster on synthetic fibers than on Tencel/lyocell or other natural fibers. Particularly on eczema-prone skin, staph bacteria tend to get overhand. Still, despite the fact that they're made from fossil fuel and cause microplastics in the environment, 69% of the garments are made up of synthetic fibers.

The fashion industry could easily support sufferers: a few small tweaks would go a long way. 52% to 66% of respondents say it would greatly help them to wear clothing that feels comfortable and is not irritating to the skin. They would like to see the fashion industry use fewer synthetic fibers such as polyester and fleece, increase the quality of garments with good thermoregulation, reduce inside seams and remove labels.

More Information

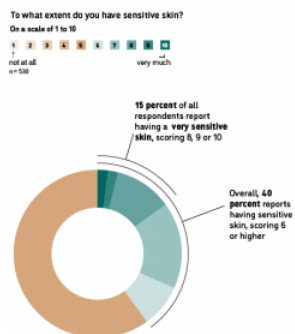
Website: www.cloverlover.co

The Clover report, HR images, infographics, press release, and fact sheet can be downloaded [here](#).

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