

The Skin Health Manual

A Natural Guide to Living Eczema-Free

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Your Skin is a Mirror for your Overall Health

Chapter 1

THE BASICS OF ECZEMA

THE TYPES

There are actually seven different types of eczema. Depending on the type of eczema, it could be caused by a food allergy, an immune response, or even a product you could be using in your everyday life like your laundry detergent or shampoo.¹ Here are the seven types of eczema:

- Atopic Dermatitis 1.
- 2. Contact Dermatitis
- 3.
- 4. Hand Eczema

THE SYMPTOMS

Although the causes of eczema can be quite different, they all present with common symptoms including dry, scaly skin, redness, and intense itching.²

- 5. Neurodermatitis
- 6. Nummular Eczema
- Dyshidrotic Eczema 7. Stasis Dermatitis

THE CAUSES

The cause of eczema is still unknown but it's thought to stem from³ one of four sources:



INHERITED GENES



OVERACTIVE



LIFESTYLE PRACTICES & EXPOSURES



FOOD & ENVIRONMENTAL ALLERGENS

FACT:

Scientific research has identified a specific gene mutation related to skin barrier function that seems to play an important role in the development of eczema.

> Wouldn't you rather discover the trigger behind the reaction as well as soothe those frustrating symptoms?



This guide will address eczema from the inside out with soothing oils, healing botanicals, nourishing vitamins, potent plant-based ingredients, and important lifestyle practices.

Chapter 2

GETTING TO THE ROOT OF IT

Did you know that common items in your household right now could be the cause of your eczema flare ups?

- Synthetic fragrances
- Isothiazolinones, an antibacterial that is commonly found in personal care wipes
- Formaldehyde commonly found in household disinfectants

- Harsh Chemicals
 & Parabens
- Paraphenylene-diamine used in leather dyes and temporary tattoos
- Antibacterial ointments like neomycin and bacitracin



SWITCH PERFUMES TO ESSENTIAL OILS

Did you know that your perfume could contain up to a hundred synthetic compounds?

Ingredients used in perfumes are one of the most frequent causes of contact allergic reaction, and that's why we always recommend patch testing before a full application of a cream or other skin products.⁴

FACT:

People with a history of eczema have a 10% chance of a reaction compared to 1% to 4% of the general public, meaning you can never be too careful.^{5 6}

Ditch those chemically-laden perfumes and replace them with organic, natural plant-based scents in the form of essential oils like lavender, peppermint, chamomile, and tangerine.



DISCOVER HIDDEN ALLERGENS

Allergens can be sneaky-they can show up at any time and manifest physically in many different forms from asthma to eczema. Allergens can be in the environment, such as pollen, pet dander, dust, cigarette smoke, and mold.

The most common food allergies include:⁷



FACT:

Up to 40% of children with moderate to severe atopic dermatitis also have at least one food allergy.⁸

TUNE INTO YOUR BODY

Start a daily food journal and take note of anything food related that could be making your symptoms worse.



Assess Yourself For The Following Symptoms:

- Fatigue
- Bloating
- Brain Fog
- Constipation
- Diarrhea
- Headaches
- Upset Stomach
- Anxiety
- Anger
- Skin Changes
- Itchiness
- Watery Eyes
- Joint Pain
- Swelling

FOOD & FEELINGS CALENDAR

SUNDAY	Feeling
Breakfast:	
Lunch:	
Dinner:	
MONDAY	
Breakfast:	
Lunch:	
Dinner:	
TUESDAY	
Breakfast:	
Lunch:	
Dinner:	
WEDNESDAY	
Breakfast:	
Lunch:	
Dinner:	
THURSDAY	
Breakfast:	
Lunch:	
Dinner:	
FRIDAY	
Breakfast:	
Lunch:	
Dinner:	
SATURDAY	
Breakfast:	
Lunch:	
Dinner:	

NATURAL FIBERS

Did you know that the use of synthetic materials in textiles and clothing has increased from a yearly production of 2.1 million fibers in 1950 to over 50 million tons today.⁹ ¹⁰Synthetic fabrics are made out of plastics and toxic chemicals; these substances can increase the risk of skin irritation and itchiness.¹¹

BACK TO THE BASICS: Wear hypoallergenic, natural, breathable fibers that are closest to their natural source, such as:



COTTON



LINEN

SILK

BAMBOO

HEMP





CONVENTIONAL TREATMENTS

Typical conventional treatments include antihistamines like Benadryl, corticosteroid creams with Hydrocortisone and Fluocinolone, and calcineurin inhibitors like Protopic and Elidel. Unfortunately, all of these treatments only focus on the symptoms rather than the cause and can come along with some pretty hefty side effects.

THE SIDE EFFECTS:

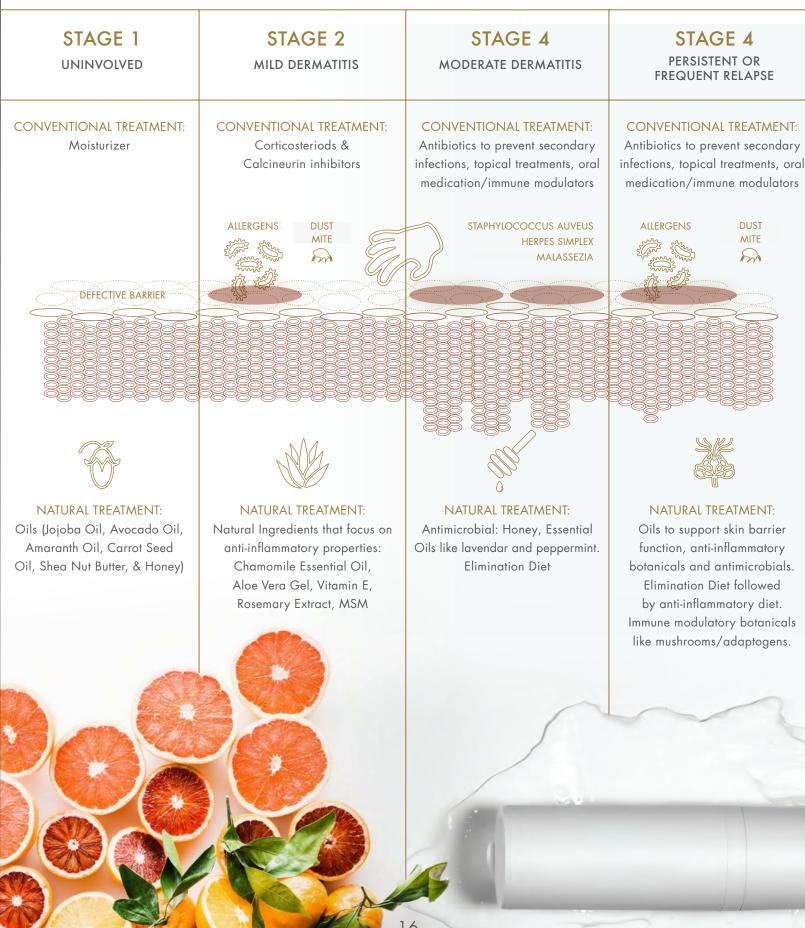
Calcineurin inhibitors are also used after organ transplants because of their immunosuppresive effects but this can also leave you vulnerable to colds and viruses.¹²

Antihistamines might be able to reduce symptoms like redness and itchiness, but they can also leave you drowsy and disoriented.¹³

Lastly, topical corticosteroid creams can actually cause thinning of the skin, stretch marks, and even induce rosacea.¹⁴

At Puriya, we believe you shouldn't have to suffer with harsh sides effects for an effective treatment."

THE 4 PHASES OF ECZEMA



You can't patent a plant found in nature.

Plants have been used to effectively treat many common conditions for thousands of years.

We believe that the whole is better than its parts.

NATURAL REMEDIES

INCREASE YOUR OMEGA 3'S. Up your Omega 3's by eating more fatty fish including salmon, albacore tuna, mackerel, sardines, and herring as well as avocados. Food-based sources of omega 3 fatty acids help reduce inflammation in the body and can improve signs and symptoms of eczema.¹⁵

DRINK MORE WATER. Water is the main component in cells and tissues and is involved in many different skin functions including the water barrier function. Studies have shown that increasing your water intake to 2 liters per day can have a positive effect on your skin.^{16 17}

FOLLOW THE RAINBOW. Focus on foods rich in flavonoids like cherries, kale, broccoli, and spinach, which nourish your body and reduce inflammation from the inside out.^{18 19}

GET ENOUGH VITAMIN D. It's important to maintain an adequate level of vitamin D in your body for overall immune health. A study published in the Journal of Allergy, Asthma and Immunology Research found that a vitamin D deficiency was related to the severity of atopic dermatitis associated with food sensitization.²⁰



Having a balanced microbiota supports immune health and improves digestion and nutrient absorption. A study found that children prone to allergies had higher numbers of certain gram-negative bacteria and staphylococcus aureus.²⁰ The study concluded that this slight imbalance could predispose them to atopic dermatitis.

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THE SKIN-GUT CONNECTION

Having a balanced microbiota (i.e. microorganisms that are found naturally in your body) benefits immune health, improves digestion, increases nutrient absorption and supports skin health.

Research has moved beyond the gut flora and into the skin microbiome (i.e. the genetic material found inside our body's microorganisms) revealing that both oral and topical probiotics can play a powerful role in decreasing skin inflammation and promoting wound healing.

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AVOID:

Foods high in sugar, refined carbohydrates, and overly processed foods.

INCREASE:

Consumption of prebiotic friendly foods like dandelion greens, onions, garlic, leeks, and asparagus.

Did you know that histamine plays a large role in the symptoms of eczema? Elevated histamine levels are found in the plasma and the skin of people who are suffering from an eczema flare up.²³ By simply modifying your diet, you can reduce your body's histamine levels and even reduce your eczema symptoms. Countless studies have shown that a low-histamine diet can greatly improve your atopic dermatitis.^{24 25 26}

AVOID HIGH-HISTAMINE FOODS LIKE THESE:27

- Wine, alcohol, beer, and champagne
- Fermented dairy products like cheese, yogurt, and sour cream
- Cured or fermented meats like sausages and salami
- Tomatoes
- Salted or canned fish like sardines and tuna
- Eggplant
- Spinach
- Vinegar
- Fermented Vegetables like sauerkraut and kimchi
- Pickles

AVOID foods that act as "histamine liberators", such as:

- Pineapples
- Tomatoes
- Bananas
- Nuts

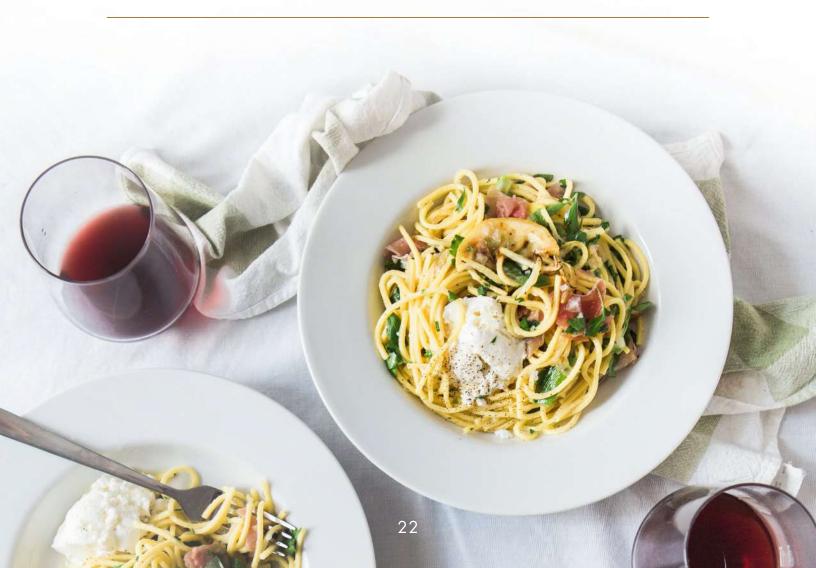
Spices

- Citrus fruits
- Strawberries Legumes
- Papayas
- Cocoa

- Alcohol
- Shellfish
- Food additives
 - Wheat germ

AVOID Diamine Oxidase (DAO) Blockers such as:

• Alcohol • Black tea • Green tea • Mate tea



THE HISTAMINE-FREE DIET CONTINUTED

GOOD FOODS TO EAT that are low in histamine:

- Fresh meat (organic, free-range)
- Freshly caught wild fish
- Fresh Chicken (skinned, organic)
- Egg yolks
- Fresh Fruits (except strawberries & citrus)
- Fresh Vegetables (except tomatoes)
- Grains like rice noodles, yeast-free rye bread
- Fresh pasteurized milk and milk products
- Coconut milk, rice milk, hemp milk
- Herbal teas except green, black, and mate



One of the most important practices to prevent and reduce signs of dermatitis is to maintain proper skin Hydration. These next pages describe 4 skin hydration recommendations to add to your skin care routine; they include: soothing oils, skin-calming botanicals, nourishing vitamins, and natural remedies.

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The Journal of Allergy and Clinical Immunology found that moisturizing the skin helps to protect the skin barrier and consequently decrease its inflammatory response.²⁹

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Mother of All Creams

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The Mother Of All Creams was developed through rigorous scientific research, painstaking evaluation of plant-based remedies, and meetings with the world's leading experts in order to create this plant-based and yet highly effective in treating various skin conditions. It contains soothing oils, healing botanicals, nourishing vitamins, and natural remedies to soothe, hydrate, and repair your skin.

Soothing Oils

JOJOBA OIL: Native American tribes were very familiar with this oil and commonly used it for skin and hair treatments because of its rich mineral and vitamin content. Modern science validates its uses from soothing irritated skin and easing wounds to banishing blemishes.^{30 31 32}



SAFFLOWER OIL: The medicinal properties of this oil dates as far back as 4,000 years to ancient Egypt. Derived from the seeds of the Carthamus tinctorius plant, safflower oil is rich in moisturizing linoleic acid as well as vitamins A and E.³³



AVOCADO OIL: You might be familiar with eating this delicious fruit, but you might not know the medicinal benefits of this nourishing oil. Studies have shown that avocado oil can help build collagen, speed wound healing, and decrease redness.³⁴ ³⁵



AMARANTH OIL: Touted as a superfood, this silky oil is packed with vitamins and phytonutrients, rich in oils, and loaded with a unique constituent called squalene, which is thought to support skin regeneration and increase hydration.³⁶



CARROT SEED OIL: Derived from the seeds of the wild carrot plant, this vibrantlyhued oil packs quite the punch with medicinal actions ranging from decreasing inflammation and improving the skin's appearance to providing UV protection factors.³⁷

Skin Calming Botanicals



ALOE VERA: Aloe vera: The history of this healing botanical is just as extensive as the benefits and dates as far back as ancient China. It was reportedly cherished by Alexander the Great himself. Aloe is well known for its ability to soothe irritated skin, but few know that it also contains salicylates, which can be powerful pain relievers. Studies have shown that aloe vera can be an effective treatment for seborrheic dermatitis as well as aid in healing.^{38 39 40}



ROSEMARY: This aromatic herb originates from the Mediterranean and is used worldwide as a panacea for health benefits both internally and externally. Rosemary is a rich source of antioxidants, has impressive anti-inflammatory actions, and helps to alleviate symptoms associated with dry, itchy skin.⁴¹



Nourishing Vitamins



VITAMIN E: Vitamin E: Traditionally known for its calming qualities and scientifically researched for its role in dermatology, this powerful antioxidant, and potent fat-soluble vitamin has a place in every medicine cabinet. Studies have shown that it can be an effective treatment for atopic dermatitis and other troublesome skin conditions.⁴²



VITAMIN A: Recognized for its ability to stimulate the production of new skin cells, vitamin A is a common treatment for many skin disorders from acne to age spots. For decades, experts have kept this in their arsenal to treat inflammation and regenerate skin.⁴³



VITAMIN C: Also known as ascorbic acid, this water-soluble vitamin is a mainstay for overall skin health. Vitamin C is an important co-factor in collagen production and has been shown to improve skin diseases like atopic dermatitis in earlier studies.⁴⁴



Natural Remedies



MSM OR methylsulfonylmethane, is made through a reaction between dimethyl sulfoxide and hydrogen peroxide- identical to the molecule found in nature within plants, animals, and humans. Medicinally, MSM can reduce redness, decrease inflammation, and "carry" other important ingredients deeper into the skin for optimal therapeutic effects.^{46 47}



SHEA NUT BUTTER: Simply the name itself creates a picture of soothing luxury and the feeling of velvet on the skin. Shea nut butter offers exactly that, the ability to calm sensitive skin while nourishing from the inside out. Research reveals that shea butter has both pain-relieving and anti-inflammatory actions.⁴⁸



HONEY: This sweet snack is also an effective moisturizer packed with vitamins, minerals, and amino acids. The ancient Greeks recorded its healing properties over 2,000 years ago for treating wounds and burns. Recent studies have been able to confirm its abilities to effectively treat psoriasis, atopic dermatitis, rosacea, as well as soothe inflamed skin and fight bacterial infections.⁴⁹



REMEMBER TO...

Embrace the healing power of nature

Listen to your body

Eat from the Earth

Be mindful & Meditate



Chapter 3

OUR STORY

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OUR STORY



Puriya was founded by two sisters, Jill and Yi-Jen, who grew up in Taiwan, where it's not common to visit a doctor for every ailment. Their mother and grandmother had a natural remedy for everything, like steamed pear for a cough and gingerwater for callouses. They grew up learning that their bodies can heal themselves using holistic remedies from nature.

A CULTURE SHOCK

When Jill and Yi-Jen moved to the United States, their mother was no longer with them to simmer up potions and pastes. They had to take care of themselves the "American way." They couldn't believe how long it took to get in to see the doctor, and when they picked up their prescriptions at the pharmacy, they could barely pronounce, let alone identify, a single ingredient!

A WAKE-UP CALL

Fast-forward a few years. One of the sisters was at a pharmacy picking up a prescription for their eczema and heard the pharmacist loudly explaining the many side effects of a medication to an elderly lady. It was a wake-up call. "Why does it have to be this way?" they wondered.

TIME TO TAKE MATTERS

Then they had an idea. "What if our love of nature and Mother's remedies from our upbringing might help us find the solution to our own skin conditions?" Despite their busy lives, Jill and Yi-Jen used every bit of spare time testing and researching natural, plant-based ingredients. With their combined educational backgrounds in science and research, and their passion for helping others, they started to make some progress. They found that most of the hydrating creams and lotions used far too many bad chemicals, meaning those products would never work for others like them with sensitive skin. After months of searching, they found some creams that were effective alternatives to those with harmful ingredients.

They approached the manufacturer and had them make a small batch using their own unique formulation. After testing it on themselves and sharing it with their close friends and family, the results were stellar! They decided to name it The Mother of All Creams as an homage to their mother and grandmother.

SPREADING THE LOVE

Jill and Yi-Jen quickly sent the creams to everyone they knew with similar conditions, and it worked for them as well! They heard over and over again how this cream worked when all others hadn't and that it had changed their lives for the better. The sisters knew they couldn't stop there; they asked, "How can we help even more people?"

A DREAM WAS BORN

They felt so passionate about their new endeavor that they risked it all and gave up their jobs to pursue their dream full time. They didn't know anything about how to start a business, but they didn't let that stop them. They trusted in themselves and that their beliefs would lead the way...



OUR BELIEFS

- We believe in the magic of Mother Nature.
- We believe that compassion makes the world go round.
- We believe holistic remedies are the best way to heal.
- We believe knowledge is power.
- We believe in helping one another.
- We believe in self-love and self-empowerment.
- We believe sharing is loving.
- We believe in giving back.
- We believe family should be the sanctuary for healing.

AT PURIYA

We focus on plant-based products that give real results. Every botanical, nutrient, oil, and vitamin has been specifically chosen for its unique properties. We have isolated the root causes of various conditions and developed products that address them. Each plant-rich blend has been extensively researched and scientifically formulated to relieve troublesome conditions with natural, restorative ingredients. Not only is each formula backed by science, but they're also thoroughly tested to ensure effectiveness. We believe in clean remedies and will never use parabens or chemicals that could damage your skin.

And we don't stop there.

The sources of our ingredients are just as important as their restorative properties. We have carefully chosen the best sources for all our ingredients, making sure they are pure and sustainable. Puriya has a line of plant-based, holistic, topical products that are ingredient-conscious and help relieve common ailments like eczema, fungal infections, muscle and joint pain, dandruff, and chest and nasal congestion.

PURE INGREDIENTS. PROVEN RESULTS

www.puriya.com



Chapter 4

ABOUT THE AUTHOR

Chief Science Officer at Puriya



Dr. Burklund believes in a holistic approach to wellness that fuses cutting-edge science with natural health. She earned her medical degree from the prestigious Bastyr University and obtained her bachelor's degree from Seattle University. As a naturopathic doctor, she believes in science-based medicine that addresses the root cause of illnesses through an integrative approach. Dr. Burklund has sought additional academic and clinical training in nutritional biochemistry, medical detoxification, immunology, botanical pharmacognosy, endocrinology, and neurology.

She views the practice of medicine as both an art and science and has traveled the globe to acquire more knowledge from many different healers, including Mayan shamans, doctors in China, herbalists in Europe, "bush" doctors in Belize, and highly acclaimed physicians in the States.

Dr. Burklund has given speeches at prominent universities, written for many national magazines, and is regularly featured as a leading authority in integrative medicine on TV and radio. Dr. Burklund's role at Puriya is focused on medical research, product development, and formulation as well as education and writing.

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