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THE NEWSLETTER FROM THE WORLD OF ASKIN

Magazine



a.skinshoes,
italian research's
solution to **ACD** from shoes

a.skinmagazine presents an exclusive interview with Dr. Mario Fabbri, director of Department of Dermatological Sciences and head of a.skin research, who explains how a.skinshoes can change the lifestyle of those affected by allergic contact dermatitis (ACD) from shoes.

a.skinshoes the solution that was missing now exists

The **a.skin** project is a result of close collaboration between Karuna and the Department of Dermatological Sciences of the University of Florence. Research was, and still is, a fundamentally important phase in the creation of **a.skinshoes**, a innovative product that unites health, comfort and ecology. With the creation of **a.skin** leathers, those affected by ACD from shoes have finally found a solution to the uncomfortable swelling and skin rashes that characterise this disease. In the interview with Dr. Fabbri, who directs **a.skin** research, we learn more about the

steps that led to the achievement of such outstanding results.

What were the reasons for the creation of the a.skin project?

The project was born of the need to provide a tangible response to the problem of how to prevent Allergic Contact Dermatitis (ACD) from shoes.

*In patients suffering from this disease, the skin lesions can last for long periods and sometimes recur so frequently that they compromise more than a little the quality of the patient's life. The solution, apart from the treatments that are required based on a physician's advice, is to avoid contact with the substances (contained in shoes) to which the patient is allergic. Studies carried out by dermatologists in Italy and abroad since the 1970s have resulted in the identification of the substances that are most often responsible (chrome, phenolformaldehyde resins, additives used in the process of vulcanising the rubber) and have shown that this kind of dermatitis is fairly common. Some sectors of the industry have responded to the problem, and starting in the 1990s some valid attempts to prevent ACD were made, among which was the **a.skin** project.*

What were the most important phases of

the research?

The research has gone through some initial phases that were pioneering, and was given a significant impetus when, from 1999 to 2001, it was inserted as part of a project sponsored by the European community that stipulated the participation of numerous partners (chemical companies, shoes manufactures, university research groups).

*As part of this study, in addition to numerous physical-chemical and allergological tests, a use test was conducted on a limited group of patients. On the basis of the results, which were published in the scientific journals, the Karuna company trademarked the **a.skin** brand and started production and marketing of the product.*

How did the university collaborate on the a.skin project?

*At the request of the Karuna company, the Department of Dermatological Sciences of the University of Florence undertook the evaluation of some of the characteristics of **a.skin** footwear by means of "controlled use tests" on volunteer subjects who were polysensitive. In the tests conducted, at established intervals much data is evaluated and registered, including the possible variation in the subject's clinical state, the level of protection provided by the shoe from atmospheric agents, the particular*

characteristics of the footwear, and the subject's own comments. The use test was conducted on sample footwear provided by the company, of which the production lot number and all other identifying characters were noted.

a.skin footwear has characteristics that are innovative. What advantages does their use have?

The study conducted by the Department of Dermatology is still underway, so it isn't possible to discuss the results.

Among other things, it must be kept in mind that the more subjects there are who take part in the research, the greater the reliability of the final results.

In any case, it should be emphasised that there is every reason to believe that the results of the study will be positive as regards the product.

For example, the innovative tanning process that does not include the use of chrome salts and other substances that are known to be allergens constitutes an excellent point of departure for the production of footwear that can be satisfactorily worn by allergic subjects. The aim of our research is precisely that of verifying in controlled studies if and how much these principles result in an advantage to the patient during his or her daily activities.

a.skinshoes, wellbeing for your feet

a.skinshoes are truly special shoes, not only because they are the first anti-allergic footwear in the world, but also because they are the only shoes entirely made with ecological leather.

The tanning process used excludes from the manufacture the use of synthetic chemical products, all metals, and all substances that are harmful for man and the environment; all the materials that are used in the manufacture of **a.skinshoes** are derived exclusively from the food and cosmetic industries (non-allergenic).

Leather treated in this way has a unique softness and feel, and permits an elevated breathability that contributes to keeping feet healthy and dry.

The surface of the uppers, treated with natural waxes, is simple and natural looking, without camouflaging the small imperfections that distinguish real leather. The glues used in assembling the shoes are all water-based, and the laces and joints are in untreated cotton.

This innovative and sustainable technology has resulted in the only leather footwear that is genuinely ecological.

a.skinshoes is an intelligent shoes that actively respects the environment as well as the foot. For all of these good reasons, choosing **a.skinshoes** is much more than just putting on shoes: it is knowing that you are wearing the healthiest and most hygienic footwear in the world.

a.skinshoes: the footwear you've been looking for now exists.



The new models of the Autumn-Winter **a.skin** collection can be found in all authorised sales points and on the website www.askin.it. 2007-08. **a.skinshoes** is the only shoe in anti-allergic leather with detailed and exclusive styling. In addition the already noted characteristics of exceptional breathability and capacity to release moisture, there are the softness and the final look, designed with special attention to style.

The choice of shape and detailing has favoured comfort, and some models include sufficient volume to insert orthotic insoles. The new Autumn-Winter 2007-2008 collection includes classic styles as well as younger forms, all characterised by exceptional attention to detail. For these reasons, **a.skinshoes** is the ideal solution for everyone who is looking for a "healthy", product.

For more information, www.askin.it



Allergic contact dermatitis caused by shoes?

From the Italian research comes **a.skinshoes**,
the leather footwear
that solve the problem.



From Italian research comes **a.skinshoes**, the footwear that can finally solve the problem of ACD caused by shoes. How? In the most natural way: by eliminating from production, and therefore from the finished product, the substances that cause it. The production process of **a.skinshoes** is absolutely innovative and unique in the world. Testing by the Department of Dermatological Sciences of the University of Florence gives proof of the reliability and constant commitment to improving the product. Because of this **a.skinshoes** is the footwear destined to change the lifestyle of those affected by allergic contact dermatitis from shoes forever. **a.skinshoes**, the solution that was missing now exists.

More information: www.askin.it

askinshoes
THE ONLY LEATHER THAT RESPECTS YOUR SKIN.