

# UNDERSTANDING WHOLE-BODY ODOUR IN WOMEN: HELPING PATIENTS THROUGH BODY CHANGES & LIFE STAGES

Whole body odour is a sensitive issue for many patients, and 57% of women wish they had better protection.\* For women, body odour may increase during various life stages (e.g., puberty, pregnancy, menopause) and can also be influenced by lifestyle factors (e.g., stress, diet, hygiene). By understanding the underlying causes of body odour, healthcare providers can provide meaningful guidance that enhances both confidence and quality of life for their patients.

## Body odour: a sensitive but important issue

Part of a healthcare provider's role is to understand the complexities of patients' needs, especially when they involve deeply personal or potentially embarrassing concerns, like body odour. Board-Certified dermatologist Dr. Geeta Yadav says, "It's important for individuals with body odour to understand they have nothing to be ashamed of and to feel comfortable in asking for help from their providers as well as being open to trying a variety of solutions." At the very least, body odour can be distressing and embarrassing for patients. However, body malodour can also be indicative of underlying health problems, making it even more important for healthcare providers to give body odour concerns their due diligence.



**Dr. Geeta Yadav, Board-Certified Dermatologist and Founder of Facet Dermatology in Toronto,** understands the challenges women face with body odour. She emphasizes the importance of addressing body odour holistically to help patients improve both their confidence and overall quality of life.

## The science behind body odour

A common issue, body odour is caused by the interaction between sweat and bacteria on the skin. Sweat itself is not inherently odorous. However, when sweat—especially from the apocrine glands—mixes with bacteria, it produces an unpleasant smell. These apocrine glands, which are concentrated in areas such as the armpits, privates, and more, secrete sweat containing proteins, fats, and sugars. These nutrients fuel bacteria, leading to the breakdown of the sweat components and the subsequent release of odorous byproducts.

In addition to sweat and bacterial interaction, factors such as hormonal changes, stress, and diet can significantly contribute to body odour. Dr. Yadav explains, 'We know that stress can trigger sweating as an emotional response, and this can lead to more noticeable body odour. Diet also plays a major role, as certain foods contain volatile compounds that are released through the skin and can create odour, especially when broken down by skin bacteria.'




Stress and diet can also be big contributors to body malodour. Explains Dr. Yadav, "We know that we can sweat as an emotional response, especially stress. So, if you are under a great deal of stress, you may notice more body odour. Diet can also significantly impact body odour — certain foods contain volatile compounds that can be released through the skin and cause an odour, which can be exacerbated when broken down by bacteria on the skin."

While most individuals focus their attention on underarm odour, body odour can manifest in other parts of the body as well. Any area where moisture and bacteria thrive can be a potential source of odour, including the feet, groin, and under the breasts. Whole body odour provides a rationale for healthcare providers to recommend odour control solutions that target more than just the armpits.

## Recommending solutions for whole body odour

First and foremost, it's important to determine the cause of a patient's body odour to rule out any potentially serious health concerns. If odour isn't caused by an underlying health problem, it may help to recommend to patients to make dietary changes and reduce stress as much as possible. Whole body deodorants can also be helpful solutions.

For women looking for effective whole body odour control, Secret® Whole Body Deodorant is a clinically proven solution that fights odour at the source instead of masking it. It comes in 3 different formulations, spray, stick, and cream, and contains ingredients designed to target odour-causing bacteria:

Formulation	Key Ingredient	Functionality
 Spray	Alcohol	<b>Function:</b> Alcohol helps reduce the presence of odour-causing bacteria on the skin. <b>Reason for Use:</b> Helps the spray dry quickly upon application, ensuring the product remains lightweight and non-sticky.
 Stick	Piroctone Olamine	<b>Function:</b> Piroctone olamine combats odour-causing bacteria by creating a less-favourable environment for bacterial growth. <b>Reason for Use:</b> Offers long-lasting odour protection in a familiar form.
 Cream	Lactic Acid	<b>Function:</b> Lactic acid helps prevent the growth of odour-causing bacteria by gently adjusting the skin's pH, creating an environment that is less favourable for bacterial growth. <b>Reason for Use:</b> Made with skin care ingredients like glycerin and niacinamide, making it ideal for those with sensitive skin or who prefer more moisturizing formulas.

## Designed to be gentle, even on sensitive skin

One of the main concerns for patients, especially women, is the potential for skin irritation or sensitivity when using deodorant products. Secret® Whole Body Deodorant is specifically formulated to be gentle and has been rigorously tested on normal and sensitive skin populations.

Secret® Whole Body Deodorant contains ingredients like glycerin and niacinamide which work to reduce the likelihood of irritation or discomfort, even when applied to areas beyond the armpits. An added bonus: Secret® Whole Body Deodorant goes on clear. Says Dr. Yadav, “In addition to being effective, it’s designed for all individuals. As a dermatologist of colour, it is very important to me that a product can be confidently used and worn on skin of colour. Unlike some similar products in the category, this product goes on completely clear.”

For patients with heightened sensitivity, Secret® Whole Body Deodorant will soon be available in unscented versions, ensuring that those who are reactive to fragrances can still benefit from effective odour protection.

## Addressing misconceptions about deodorants

There are several misconceptions patients may have about deodorants, particularly when it comes to whole body products. A common one is that deodorants simply mask odour rather than eliminate it. Secret® Whole Body Deodorant eliminates odour by addressing the source of it—bacteria. With its odour-fighting properties, Secret® Whole Body Deodorant provides 72-hour clinically proven odour protection.

Another prevalent misconception is that deodorants are only meant for the underarms. While underarm odour is a significant concern, whole body deodorants like Secret® Whole Body Deodorant are designed for use across various body areas, offering a more holistic solution.

## Supporting patients with body odour concerns

A healthcare provider’s role is to offer both clinical guidance and emotional support to patients as they navigate sensitive health concerns. Body odour, while often dismissed as a superficial issue, can have a profound impact on a patient’s self-esteem and social interactions. Dr. Yadav explains that “for a long time, patients with body odour have felt ashamed. There’s a real stigma about body odour and it’s often associated with a lack of cleanliness, but a very large patient population experiences body odour despite careful attention to personal hygiene. Having a product like this that we can recommend to patients can help minimize feelings of shame and blame and make them feel seen.”

## Key Takeaways:

- Body odour is a multifactorial issue influenced by bacteria, hormones, diet, and lifestyle. It can occur in various areas of the body, not just the underarms.
- Secret® Whole Body Deodorant offers a scientifically backed solution that fights odour at its source.
- Secret® Whole Body Deodorant is designed to be gentle, even on sensitive skin, and will soon be available in unscented formulations.



# SECRET® WHOLE BODY DEODORANT IS DERMATOLOGIST TESTED

Visit our website to learn more: [PGScienceBehind.com/en-ca/secret](https://PGScienceBehind.com/en-ca/secret)

\* Among 1862 women. PGG Consumer Study - Data on File.

