

S A W U M I

FREE GUIDE

The Fresh Skin Guide

A simple, daily routine for skin after 40: what changes, why soap alone often misses it, and the small habits that make the biggest difference.

For customers of SAWUMI. Read in 15 minutes.

What's in this guide

1. Why skin smells different after 40
2. Why a normal shower doesn't always fix it
3. The 5-minute daily routine
4. Your fabrics: pillowcases, towels and wool
5. Small lifestyle habits that help
6. Your 28-day check-in plan
7. How to get the most from your SAWUMI bar
8. When to talk to a doctor

This guide is general information to help with everyday freshness. It isn't medical advice. If anything worries you, speak to a doctor or pharmacist.

CHAPTER 1

Why skin smells different after 40

It's normal, it isn't about cleanliness, and almost everyone notices it eventually. As we get older, the natural oils on our skin change. In 2001, Japanese researchers (Haze et al.) found a compound called **2-nonenal** on the skin of people over 40 that wasn't present in younger people.

2-nonenal forms when certain skin oils break down when they meet the air. It has a grassy, greasy, slightly stale smell, the one people sometimes describe as "old books" or a closed-up room.

Where it shows up most

- Back of the neck and behind the ears
- Upper back and chest
- Pillowcases, collars and knitwear

Good to know: your own nose gets used to it quickly, so you may not notice it yourself even when the people closest to you do.

CHAPTER 2

Why a normal shower doesn't always fix it

2-nonenal is oil-based. Water on its own doesn't lift oils well, and a quick lather over the shoulders often doesn't stay on long enough to clear the areas where it builds up.

Perfumed body washes and sprays can make things worse. They layer a scent on top, and once it fades the original smell comes back, sometimes mixed with the perfume.

What helps

- **Contact time:** let the lather sit for 30-60 seconds on the neck, ears, chest and upper back before rinsing.
- **Gentle friction:** a soap bag or washcloth helps lift oil without scrubbing hard.
- **Lukewarm water:** very hot water strips skin, which can make it produce more oil.
- **Ingredients that bind odour:** persimmon tannin (kakishibu) has traditionally been used in Japan for exactly this.

CHAPTER 3

The 5-minute daily routine

- 1 Wet and lather.** Wet the bar and your soap bag. Work up a rich lather.
- 2 Focus zones first.** Back of the neck, behind the ears, chest, upper back, underarms.
- 3 Let it sit.** Leave the lather on those zones for 30-60 seconds while you wash the rest of your body.
- 4 Rinse lukewarm.** Rinse thoroughly so no residue is left on the skin.
- 5 Dry fully.** Pat dry, paying attention to skin folds. Damp skin holds onto smells.

Tip: once a day is enough for most people. If you exercise or it's hot, a quick rinse of the focus zones in the evening helps.

Keep the bar working

Let it dry between uses on a draining dish, away from the water stream. A bar that sits in water goes soft and wears out faster.

CHAPTER 4

Your fabrics

Skin oils transfer into fabric and stay there, especially on things that sit against the neck and back.

ITEM	HOW OFTEN	TIP
Pillowcases	Every 2-3 days	Easiest win of all. Keep a spare set.
Bath towels	Every 3 uses	Dry fully between uses.
Knitwear, cardigans	After 2-3 wears	Air it out overnight between wears.
Sheets	Weekly	Wash at 40°C or more if the fabric allows.
Collars, scarves	After each wear	Pre-treat the inside of the collar.

Laundry tricks

- Add half a cup of white vinegar to the rinse to help clear oily residue.
- Don't overload the machine. Clothes need room to rinse.
- Dry outdoors or fully in the dryer. Damp storage brings smells back.

CHAPTER 5

Small lifestyle habits that help

Drink water

Being well hydrated supports your skin. Aim for pale-yellow urine through the day.

Eat colourful plants

Fruit, vegetables, green tea and herbs are rich in antioxidants. Diets high in these are linked with healthier skin overall.

Move every day

A daily walk supports circulation and general health. Shower afterwards, focusing on the zones from Chapter 3.

Air your space

Open bedroom windows for 10 minutes each morning, and don't leave clothes in a pile.

Watch smoking and alcohol

Both can change how your skin and breath smell.

CHAPTER 6

Your 28-day check-in plan

Changes are gradual. Use this simple plan to notice what's working.

WHEN DO THIS

Day 1 Fresh pillowcase. Start the 5-minute routine daily.

Day 5 Smell your pillowcase before washing it. Note what you notice.

Day 7 Wash your most-worn cardigan or jumper.

Day 14 Pillowcase check again. Ask someone close for honest feedback.

Day 28 Compare with day 5. Keep the habits that made the biggest difference.

Your refill arrives about every 28 days, so you never run out partway through the routine. You can skip or cancel any time.

CHAPTER 7

Getting the most from your bar

- **Use the soap bag.** Slip the bar inside, wet it and lather. It gives gentle exfoliation and makes the bar last longer.
- **One bar lasts about 4-6 weeks** of daily use, depending on how much you use.
- **Store it dry** between showers.
- **Cut it in half** if you want one bar in the shower and one at the sink.
- **Patch test** on your inner arm if you have very sensitive skin.

When to talk to a doctor

Speak to a doctor or pharmacist if a change in body odour is sudden, strong, comes with other symptoms (fever, weight change, unusual thirst, skin rash), or doesn't improve with good hygiene. Some medicines and health conditions can change how we smell, and they're worth checking.

S A W U M I

**Thank you for being part of
SAWUMI**

Questions about your order or the routine? Just reply to
any of our emails or write to **help@sawumi.com**.

60-day money-back guarantee · Skip or cancel your refill any time