

S A W U M I

The Jock Itch Guide

Break the cycle for good. Why it keeps coming back,
the 4-step protocol that stops it, and the habits that
keep you clear.

Sawumi

Why It Never Seems To Go Away

If you have tried creams, sprays and powders and the itch keeps coming back, that is not bad luck and it is not poor hygiene. It is biology.

Jock itch (tinea cruris) is a fungal infection that thrives in exactly the conditions the groin provides: warmth, moisture and friction. The fungus feeds on the outer layer of your skin, which is why it spreads outward in a red, itchy ring across the inner thighs and groin crease.

The biofilm problem

Here is the part most people are never told. Within hours of settling on skin, fungus builds a protective layer called a biofilm: a slimy shield that makes it up to 1,000 times more resistant to treatment. Creams sit on top of the shield. The fungus underneath survives, waits, and comes back the moment you stop applying.

The right order matters. Disrupt the biofilm first, then kill the exposed fungus, then remove the moisture it needs to return. Doing only step two is why most treatments fail.

How to know it is jock itch

- Red or reddish-brown patch with a raised, scaly border, usually sparing the scrotum
- Itching or burning in the groin crease, inner thighs or buttocks
- Gets worse with sweating, exercise and tight clothing
- Often shows up alongside athlete's foot (it is usually the same fungus)

See a doctor if: the rash is painful, blistering, spreading fast, on the scrotum, or has not improved after 4 weeks of consistent care. Diabetics and anyone with a weakened immune system should check in early.

PART 2

The Daily Protocol

This is the routine our formula was built around. It takes under five minutes a day. Consistency beats intensity: doing this every day for three weeks beats doing it perfectly for three days.

- 1

Lather and apply, wider than the rash
Wet the area with warm water and work the bar into a generous lather. Cover the entire groin area, inner thighs and buttocks, not just where you see redness. The fungus spreads invisibly beyond the visible edge.
- 2

Let it sit for 3 to 5 minutes
This is the step everyone skips and it is the one that matters most. The lather needs contact time to disrupt the biofilm. Wash your hair, brush your teeth, set a timer. Then move on.
- 3

Rinse thoroughly
Rinse with warm water until no residue is left. Residue traps moisture, and moisture is the enemy.
- 4

Dry completely. Properly.
Pat dry with a clean towel reserved for the area, then finish with a hair dryer on low for 60 seconds. Damp skin folds are how it comes back. Bone dry is the goal.

What to expect, week by week

Week 1	Itching and burning calm noticeably. Redness starts to fade at the centre.
Week 2	The raised border flattens. Skin tone starts to even out.
Week 3	Most users are visibly clear. Keep going: clear-looking skin can still host fungus.
Week 4+	Continue daily for 2 more weeks after it looks clear, then drop to maintenance.

Maintenance: once clear, keep using the bar 3 to 4 times a week in the shower, and daily on heavy gym or travel days. Reinfection prevention is far easier than treatment.

Kill The Comeback: Habits That Keep You Clear

Laundry rules

- Underwear: one wear, then wash. Hot wash (60°C / 140°F) kills fungal spores; cold washes do not.
- Towels: separate towel for the groin area, washed hot every 2 to 3 uses. Never share towels.
- Gym kit: wash after every session. A sweaty bag is an incubator, so never leave kit in there overnight.
- Bedding: wash sheets hot weekly while treating.

Wardrobe rules

- Choose breathable cotton or moisture-wicking underwear. Change it daily, and again after workouts.
- Loose beats tight while you are clearing an infection. Skip compression shorts unless training.
- Change out of wet swimwear and sweaty clothes within 30 minutes.

Body rules

- Treat athlete's foot at the same time, and always put socks on before underwear. This one habit stops the most common reinfection route: foot to groin via your waistband.
- Dry feet last with a separate towel or paper towel.
- If you sweat heavily, a small amount of talc-free drying powder after your morning shower helps keep folds dry.
- Shower as soon as possible after training. If you cannot, at minimum change out of the sweaty layer.

Partners and family: jock itch is mildly contagious through shared towels and skin contact. Separate towels until fully clear. If a partner develops symptoms, they should start the same protocol.

The 3 mistakes that bring it back

1. **Stopping the day it looks clear.** Fungus outlives the visible rash. Give it 2 extra weeks.
2. **Treating the groin and ignoring the feet.** Same fungus, round trip.
3. **Drying with the same towel you use everywhere else.** You are re-seeding the area daily.

Questions? We read every email: [**help@sawumi.com**](mailto:help@sawumi.com)

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