

I.C. Ivy Cleanse: How to Use It

Poison ivy, oak and sumac skin cleanser · Assists in the removal of urushiol, the plant oil that causes the rash

HOW IT WORKS

Urushiol is a sticky oil in poison ivy, oak and sumac. As little as one nanogram can work into a pore and bind to the skin underneath. As long as the oil is still in your skin, your body keeps reacting to it.

Ivy Cleanse uses **natural micro scrubbers** to break the oil's grip inside the pore, and surfactants lift it so it **leaves with the rinse instead of staying on you**. The rough feel is on purpose.

Wearing I.C. Ivy Block? Its barrier holds urushiol on top of your skin, so Ivy Cleanse is how you take it off at the end of the day, and before every reapplication.

A After possible exposure

OR TO REMOVE IVY BLOCK · AS SOON AS YOU CAN

1. Rinse the area with **cool or cold water**.
2. Pump cleanser into your hands. **Don't lather yet.**
3. Apply it straight onto every spot that may have been exposed and scrub for **at least 15 seconds**, until no sticky residue is left.
4. Rinse again with cool water.
5. Dry with a separate clean cloth. **Press and twist**, don't wipe.

B If a rash has appeared

TWO PASSES: AROUND IT, THEN ON IT

1. Rinse the area with cool or cold running water.
2. Pump a generous amount into your hands. Don't lather yet.
3. Apply **around** the rash first and lather gently, circling in toward it and then over it.
4. Rinse with cool running water.
5. Take a **fresh** pump and apply directly on the rash. Start gently, then gradually scrub harder.
6. Rinse with cool running water.
7. Press a clean cloth on the skin and twist to pull the oil into the cloth.
8. If the itch comes back, oil is still there. Repeat from step 1.

Rinse the right way: let the water run off the skin straight into the drain or onto the floor. Don't let it run down clean skin or splash onto clothes. In the shower, keep the exposed area turned away from the rest of your body.

COOL WATER FIRST

- Hot water can spread urushiol faster than any cleanser can lift it.
- Use cool or cold water for the first 2–3 scrubs.
- If the itch still returns after that, warm water can help draw out oil trapped deeper, once the surface oil is gone.

SCRUBBING THE SORES

- The worst sores usually form where the most oil gathered, so don't skip them.
- The area may feel tender. That's normal. Keep working until the sticky feel is gone.
- Use a clean cloth each time you dry, and wash the cloths after.

QUICK CHECKLIST

- | | |
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| ☐ Started with cool or cold water | ☐ Rinsed into the drain, not down clean skin |
| ☐ Applied straight to skin before lathering | ☐ Pressed and twisted dry with a clean cloth |
| ☐ Scrubbed at least 15 seconds, no sticky feel left | ☐ Washed clothes, gloves, tools and cloths |

Still itching, or getting new spots? Check these first.

What happened	What to do
The itch came back after washing	Oil is still in the skin. Repeat the full process. After 2–3 cool-water scrubs, try warm water to reach deeper oil.
Lathered in my hands first, or scrubbed for just a few seconds	Put the cleanser straight onto the skin, then lather, and scrub at least 15 seconds until the sticky feel is gone.
Started with a hot shower	Always start cool or cold. Hot water spreads the oil.
Wiped dry with a towel	Wiping smears oil onto new skin. Press and twist with a clean cloth, then wash it.
New spots keep showing up	Something you touch still has oil on it. Urushiol stays active on objects for up to 5 years . Clean your gear (below).
Used an anti-itch cream first	Creams treat symptoms, not the oil. Cleanse first, all the way, then treat.
Wore Ivy Block and just rinsed it off	The Block layer holds oil on your skin. It has to be scrubbed off with Ivy Cleanse.

CLEAN YOUR GEAR

- Wash work clothes, gloves and boot laces separately from other laundry.
- Wipe tool handles, steering wheels, door handles and phone cases.
- Wash pets that ran through the brush. The oil rides on their fur.
- Never burn brush that might contain poison ivy. The smoke carries the oil.

WHAT TO EXPECT

- Ivy Cleanse removes the cause. It isn't a treatment for the rash itself.
- Once the oil is out, skin usually heals in about **1–3 weeks**, depending on how severe the reaction was.
- Use care around the mouth, eyelids and genitals. Keep it out of your eyes.

WHEN TO SEE A DOCTOR

- **Stop use and ask a doctor** if your condition gets worse, or if symptoms last more than 7 days or clear up and come back within a few days.
- **Get medical care right away** if you have trouble breathing, swelling of the face or throat, a rash in or near your eyes, mouth or throat, a rash covering a large part of your body, or a rash showing up on skin that was never exposed.

From the label: Uses. Assists in the Removal of Poisonous Plant Oils (Urushiol) that cause rashes.

Directions. Wet affected area with water. Apply generously to exposed area. Gently rub in product for at least 15 seconds. Rinse with water and pat dry with towel. Repeat as needed.

Warnings. For external use only. Do not get into eyes; if contact occurs, rinse eyes thoroughly with water. Stop use and ask a doctor if condition worsens, or symptoms last more than 7 days or clear up and occur again within a few days. Keep out of reach of children. If swallowed, get medical help or contact a Poison Control Center right away.