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Tower 28's New Body Wash Soothes My Irritated Skin

Using powerful but gentle ingredients, this body wash kills bacteria while soothing and hydrating skin



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Updated April 14, 2026, 11:35 AM EDT



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Having sensitive skin is a frustrating battle. For me, itchy and unsightly eczema, perioral dermatitis and breakouts can be triggered by certain soaps, skincare products and even water. Since showering is non-negotiable, I'm always searching for cleansers that clean without causing irritation.

I've long been a fan of Tower 28, so I was thrilled when the brand released the [SOS Rescue + Relief Body Wash](#). Within a few days of using the wash, I noticed that the dry patches on my body and face, from flakes to full out eczema flare-ups, had started to calm down. After several months of use, my skin has noticeably improved.

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TOWER 28

SOS Rescue + Relief Body Wash Treatment

\$22 AT TOWER 28

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How does the Tower 28 body wash work?

While the wash hasn't eliminated my skin issues entirely, it has dramatically reduced the irritation, including on my face and hands—since I wash my hands several times a day, they are the hardest areas to heal.

The Body Wash's secret is sodium hypochlorite, the same active ingredient of an unlikely ally: bleach. Though it sounds counterintuitive, dermatologists sometimes recommend [bleach baths](#), which use ¼ to ½ cup of household bleach mixed into a tub of lukewarm water, to soothe inflammation. Sodium hypochlorite “helps with skin conditions such as eczema, acne and folliculitis by decreasing the microbes that drive inflammation in these conditions,” says [Dr. Kristel Polder](#), a Dallas-based dermatologist at the Dallas Center for Dermatology and Aesthetics. (You should talk to your doctor first before taking a bleach bath.)

Bleach baths can still be drying for skin, though, and in general, just don't sound appealing to me. Tower 28's body wash takes the benefits of a bleach bath and pairs it with other gentle and soothing ingredients to further improve your skin. Apple extract has been shown to “improve skin hydration by strengthening the skin barrier,” says [Dr. Debbie Palmer](#), a Harrison, N.Y.-based dermatologist and co-founder of Dermatology Associates of New York. Cactus flower extract, Palmer explains, hydrates skin, decreases inflammation and she says it “contains antioxidants like vitamin C and E that neutralize free radicals,” which are molecules that can cause damage to the skin.

The SOS body wash has a gel consistency that lathers up nicely, so a little goes a long way whether I'm using it on my hands to clean my face or with a washcloth for scrubbing my body. It doesn't leave my skin feeling dry or tight like some soaps can do and it's even safe for babies over six months of age. I've been using it on my toddler who has, unfortunately, inherited my skin issues. After two washes, her chronically flaky scalp cleared completely and the rest of her skin has continued to improve with regular use. The wash doesn't have added fragrance, though the ingredients themselves have a slight scent if I really put my nose to it; it doesn't linger on the skin after rinsing. That's another win against a bleach bath, which has a noticeable odor.

What is Tower 28?

Loving skincare and makeup products when you have reactive skin is difficult—that's what led Amy Liu to create Tower 28 in 2019. All the brand's products are vegan, cruelty-free and non-comedogenic, which means they won't clog your pores. They're also made without fragrance, formaldehyde, sulfates and other common irritants, and follow the National Eczema Association's (NEA) ingredient guidelines. This body wash specifically received seals from the [NEA](#) as well as the [National Rosacea Society](#) and [National Psoriasis Foundation](#).

Between eczema, acne and clogged pores, I have to be careful about what I use on my skin. I've pared down my routine, focusing only on the gentlest of formulas. I already use [Tower 28's tinted sunscreen](#) and [concealer](#), so adding this body wash to the mix was a no-brainer.

Meet the writer



Medea Giordano

Medea Giordano is a staff writer at Buy Side, covering style, home, tech and more.

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