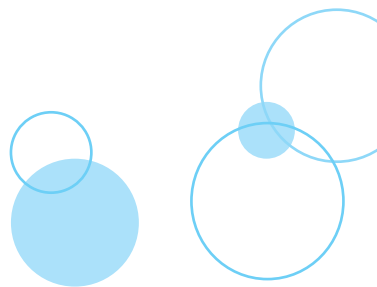




## An Everyday Guide to Eczema



**F** FOREFRONT  
DERMATOLOGY®

## Who is affected by eczema?



\*[www.eczema.org](http://www.eczema.org)

## What is eczema?

Eczema is a common, non-contagious, dry skin condition which can lead to dry, scaly skin with some redness and itching, though in more severe cases the skin can crack, bleed, and/or crust. There are many different forms of eczema, or dermatitis. **Atopic dermatitis**, the most common form of eczema, is the classic scaly patches that usually begin in childhood and affect the inner arms and backs of the knees. **Irritant or allergic contact dermatitis** is a reaction to a topical product applied to the skin. **Nummular eczema** is coin-shaped scaly patches occurring usually on the lower extremities. The itching and soreness from severe eczema can significantly impact one's quality of life, often leading to sleepless nights, moodiness, and low self-esteem, leaving sufferers in desperate need of eczema relief.

## What causes eczema?

It has long been thought that a combination of **genetics** along with **environmental triggers** has played a role in causing eczema. Eczema patients' skin is unable to properly retain moisture, which may be caused by a deficiency in naturally occurring moisturizing factors found in normal skin. Eczema patients suffer from **dysfunctional skin barrier function** which can cause dry, crusty, scaly skin with itching as a common symptom. **An emerging concept is taking into consideration the idea of the microbiome and promoting healthy bacteria already present on the skin.** Topical products, which foster the growth of healthy bacteria present on the skin ("prebiotic" topicals), can potentially shift the balance in favor of wellness (healthy skin) versus disease (atopic skin).

# Common Eczema Symptoms

- Dry, sensitive skin
- Red, inflamed skin
- Dark colored patches
- Itchy rash - difficult to detect in infants, but sleeping disorders are an indication
- Rough, scaly and thickened skin
- Oozing eczema patches
- Scabs form on the patches



# Most Common Triggers

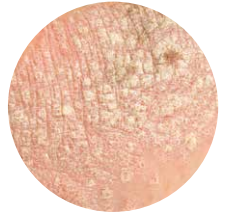
## Irritating products:

- Fragrances, soaps, laundry detergents
- Home cleaning products
- Irritating clothing: wool, synthetic fabrics, etc



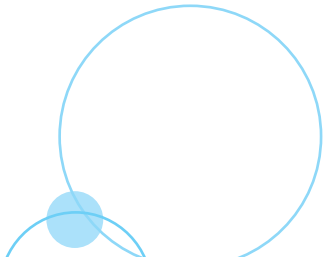
## Environmental factors:

- Dust, dust mites, and pollens, which are naturally present in the air
- Tobacco and pollution
- Changes in temperature
- Heat & sweat
- Very dry air



## Lifestyle factors:

- Pets
- Emotional stress
- Food allergies
- Teething
- Changes in hormone levels



# How to Treat Eczema

**Focus on Barrier Repair:** Use mild cleansers without fragrance or harsh additives, and avoid bubble baths. Use daily moisturizers that contain **ceramides** which can help restore the barrier, humectants such as **hyaluronic acid** which can help attract water and hydrating ingredients such as **dimethicone**, **glycerin** and **shea butter**. A great way to tell which moisturizers and cleansers are appropriate is to check the National Eczema Association website for a list of qualified products. For more severe cases, a dermatologist will often prescribe a steroid cream.

**Treat the Itch:** It is important to prevent and treat itching in order to avoid disrupting the skin barrier further and prevent infections from occurring. Treating the itch intimately involves working on barrier repair by using good moisturizers and gentle cleansers. Look for soothing ingredients in your skin care products. Often, when a patient improves the barrier function of their skin, the itching resolves. For more severe cases a dermatologist can also write a prescription.

**Avoid Triggers:** Whenever trying a new product, apply it to your inner arm or lateral neck for a few days and see if there is any reaction before applying it all over the face or body. Most eczema patients also have concurrent allergic or irritant contact dermatitis (reactions on the skin when using certain fragrances or products). Avoidance of the offending products is important to keep the itching and eczema under control. Dress in loose cotton clothing and avoid wool and other irritating fabrics. Try not to let your child with eczema sleep in your bed at night to prevent sweating.



## Top 5 Q&A

- 1 Will my child ever get rid of eczema?** Most children do 'grow out' of atopic dermatitis or eczema by adulthood. Meaning, the disease dissipates over time. However, for some patients it persists into adulthood. For that reason, hydrating the skin with good barrier repair creams and emollients, possibly for a lifetime, is a good habit to start now.
- 2 How does eczema get infected?** Typically the intense scratching of itchy eczema patches leads to Staph infection. Staph can be under the fingernails and can seed a wound if the patient has been scratching. Research has also shown that many eczema patients are simply colonized with Staph bacteria. When the eczema flares, the Staph bacteria also increase leading to worsening of symptoms.
- 3 What is the difference between eczema and atopic dermatitis?** Atopic dermatitis is the most common type of eczema. It is chronic and inflammatory, usually caused by the immune systems response to an allergen or irritant inside or outside of the body.
- 4 How do I avoid Staph infection?** Keep nails trimmed short and avoid scratching the itchy areas. Wash hands frequently. Use mild cleansers on the eczema patches and keep the skin barrier as hydrated as possible.
- 5 Is this the same as psoriasis?** No. Eczema is a completely separate diagnosis and not related to psoriasis. They are not synonymous and are actually thought to be two different immune system pathways leading to each respective state. Having eczema does NOT mean you will get psoriasis.

## Tips for Managing Dry Skin & Eczema:

- 1** Bathe or shower in **lukewarm** (not hot) water for no longer than 5 to 10 minutes
- 2** Use a **gentle**, soap-free and fragrance-free cleanser
- 3** Dry skin by **dabbing with a towel** instead of rubbing
- 4** **Keep your nails trimmed** to avoid further disrupting skin if scratching
- 5** Help prevent dry skin by hydrating with a moisturizer at least **twice a day**





# Eczema/Dry Skin Skincare Patient Instructions

## Step One: Gentle Cleanser

Wet skin with lukewarm water and wash the affected areas with a gentle cleanser such as:

**CeraVe** Hydrating Body Wash

**CeraVe** Hydrating Facial Cleanser

**La Roche-Posay** Toleriane Hydrating Gentle Cleanser

## Step Two: Prescription Treatment

Apply the treatment recommended by your doctor as directed: ( \_\_\_\_\_ )

## Step Three: Moisturizer

Paying close attention to the affected areas, gently apply a moisturizer such as:

**CeraVe** Moisturizing Cream/Lotion

**CeraVe** Itch Relief Moisturizing Cream/Lotion

**La Roche-Posay** Lipikar Balm AP+

**La Roche-Posay** Lipikar Lotion

**La Roche-Posay** Lipikar Eczema Cream



## Solutions for Eczema & Dry Skin



### Moisturizing Cream

Formulated with 3 essential ceramides to help restore the protective skin barrier and retain moisture

12.0 FL. OZ. - SRP \$14.99

### Moisturizing Lotion

Formulated with 3 essential ceramides to help restore the protective skin barrier and retain moisture

12.0 FL.OZ. - SRP \$12.00



### Itch Relief Moisturizing Lotion & Cream

Clinically tested, fast-acting itch-relief cream for normal, oily, dry and extra dry skin

8.0 FL.OZ. - SRP \$15.99

12.0 FL.OZ. - SRP \$21.99

Available in the first aid aisle

Learn more at:

[www.cerave.com/skin-concerns-101](http://www.cerave.com/skin-concerns-101)

## Solutions for Eczema & Dry Skin



### LIPIKAR

BALM AP+

Intense repair, prebiotic body moisturizer, clinically shown to reduce dry, rough skin

13.5 oz / 400ml - **SRP \$19.99**

6.76 oz / 200ml - **SRP \$14.99**



### LIPIKAR

LOTION

Daily body lotion for normal to dry skin. Helps replenish skin's essential lipids and provide all day hydration

13.5 oz / 400ml - **SRP \$17.99**



### LIPIKAR

ECZEMA CREAM

Clinically shown to relieve itchy, irritated skin and provides up to 48 hour hydration

6.76 oz / 200ml - **SRP \$14.99**



Learn more at:  
[www.laroche-posay.us/eczema](http://www.laroche-posay.us/eczema)