

WHAT IS ECZEMA?

Did you know eczema is also known as atopic dermatitis?

Eczema is a common, non-contagious, dry skin condition.¹ Many people with eczema have a family history of eczema or other atopic conditions, e.g. hay fever or asthma. Mild cases may present as dry, scaly skin with some redness and itching. Sufferers of severe eczema may experience cracking of the skin, bleeding, and yellow crusting with significant itch.²

Eczema can start at any time during life but is more common in childhood. It affects approximately 1 in 5 children and 1 in 12 adults in the UK.³

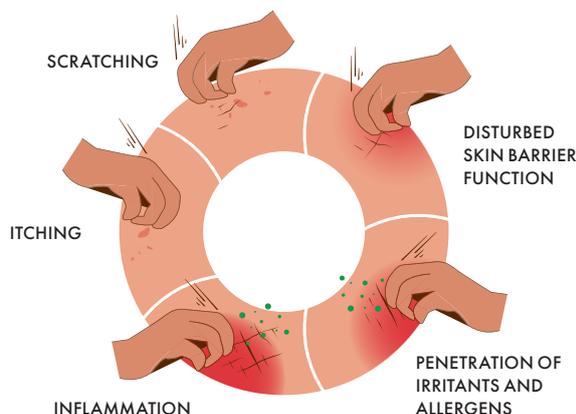


WHAT CAUSES ECZEMA?

People with eczema have a defective skin barrier. This means the skin is less able to retain water compared to normal skin, causing skin cells to shrink and gaps to open between them. Moisture is then lost from the deeper layers of the skin, causing dry skin and allowing potential allergens to penetrate and trigger eczema flare-ups.⁴

THE ITCH-SCRATCH CYCLE

A major symptom of eczema is an intense itch. Scratching only provides temporary relief and causes damage to the skin barrier, which allows irritants to penetrate the skin. This results in inflammation and leads to more itching.⁴ This is referred to as the itch-scratch cycle and shows how scratching causes eczema to worsen.



ECZEMA'S IMPACT ON QUALITY OF LIFE

Eczema can significantly impact quality of life.⁵ It can interfere with sport and social activities, and affect self-esteem and mental health. In addition, sleep deprivation caused by itching at night can impact school and work performance. In children with eczema, this disruption can affect the entire household.

ECZEMA FLARE-UPS CAN BE TRIGGERED BY:



Personal care products

- o Soap
- o Bubble bath
- o Shampoo



Environment

- o Tree & grass pollens
- o Temperature changes
- o Animal fur
- o House dust mites



Household products

- o Washing up liquid
- o Laundry detergent
- o Fragrance



Other

- o Synthetic clothing
- o Teething
- o Stress

MANAGING ECZEMA

Dermatologists recommend complete emollient therapy for the treatment of very dry to eczema-prone skin. This means regular application of an appropriate moisturiser and washing with a soap substitute.²

STEP 1: WASH

- Use a gentle syndet cleanser instead of soap.
- Take short baths in lukewarm water and limit the length of showers to roughly 10 minutes.
- Pat the skin dry – never rub as this can irritate the skin.



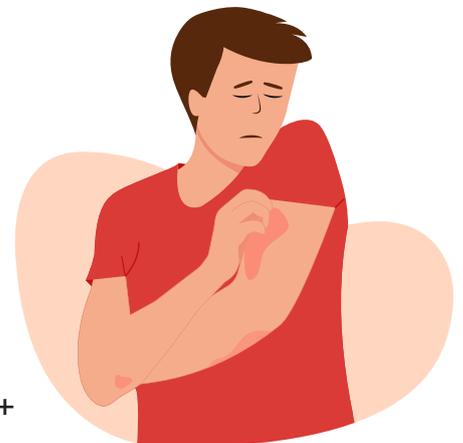
STEP 2: SOOTHE

- Moisturise with generous amounts of emollient to cover the body at least once a day.
- Use a fragrance-free moisturiser and smooth liberally onto skin in a gentle downwards motion in the direction of hair growth. Remember to use clean fingers to avoid contamination. Continue to moisturise even when skin appears improved.
- If using other treatments for your eczema, such as steroids, use emollient as prescribed by your doctor.



STEP 3: RELIEVE

- **Avoid known irritants** such as baby wipes, bubble baths and soaps to prevent risk of flare-ups.
- **Avoid scratching** by using an itch-relief product such as LIPIKAR Stick AP+ as soon as you feel the urge to scratch.



MANAGING DRY SKIN WITH LA ROCHE-POSAY LIPIKAR

The Lipikar range has been formulated with key active ingredients (Aqua Posae Filiformis, Microresyl, and Shea butter) to break the itch-scratch cycle, rebalance the microbiome, and soothe itchy, dry skin. It is also suitable for use on eczema-prone skin.

STEP 1: WASH

Use Lipikar Syndet AP+, an ultra-gentle wash, to cleanse the body, face and scalp in the shower or bath. It is suitable for the whole family, including newborn babies.



STEP 2: SOOTHE

Apply Lipikar Baume AP+M, an immediate soothing, anti-scratching, hydrating balm 1-2 times a day. Suitable for the whole family, including newborn babies.



STEP 3: RELIEVE

Apply Lipikar AP+ Stick to any areas of particular irritation and dryness, or directly onto dry skin flare-ups on the body and face. Suitable for babies from 3 months old.



LIPIKAR products are available from pharmacies nationwide and online at:

www.laroche-posay.co.uk and www.laroche-posay.ie

For more information on eczema please visit:

www.nhs.uk/conditions/atopic-eczema/

References:

1. NHS. Atopic eczema. Available: <https://www.nhs.uk/conditions/atopic-eczema/> [Accessed May 2022]
2. British Association of Dermatologists (2020) Atopic Eczema leaflet. Available: <https://www.bad.org.uk/pils/eczema-atopic/> [Accessed May 2022]
3. National Eczema Association. Why Does Eczema Itch? Available: <https://nationaleczema.org/why-does-eczema-itch/#:~:text=Eczema%20flares%20are%20frequently%20triggered,and%20so%20the%20cycle%20continues.> [Accessed May 2022]
4. Lewis-Jones, Sue. "Quality of life and childhood atopic dermatitis: the misery of living with childhood eczema." International journal of clinical practice 60.8 (2006): 984-992.

This leaflet has been developed with expertise from three UK and Ireland dermatologists; Dr. Faraz Ali, Prof. Nicola Ralph and Dr. Hiva Fassihi.