

## YOUR GUIDE TO CARING FOR DRY, ECZEMA-PRONE SKIN

### WHAT IS ECZEMA?

Eczema (also known as dermatitis) is a common, non-contagious, dry skin condition and has a strong hereditary component. Many people will have a family history of either eczema or other 'atopic' conditions e.g. hay fever or asthma.

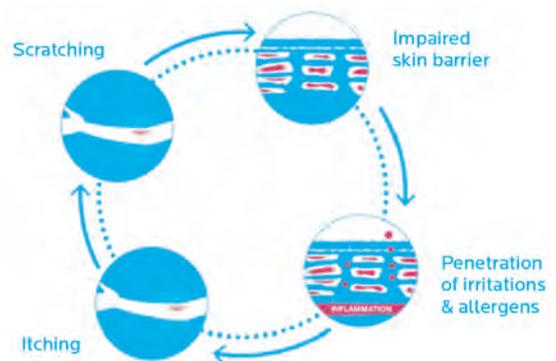
Mild cases may present as dry, scaly skin with some redness and itching. Sufferers of severe eczema may note cracking of the skin, bleeding and crusting with significant itching.

Eczema can start at any time of life but is more common in childhood. It affects approximately 1 in 5 children and 1 in 12 adults in the UK.<sup>1</sup>

### WHAT CAUSES ECZEMA?

Eczema-prone skin naturally has less oil than normal skin which results in a **defective skin barrier**. This means the skin is less able to retain water. Gaps open up between skin cells because they are not sufficiently plumped up with water. Moisture is then lost from the deeper layers of the skin. This results in the skin appearing very dry and cracked and allows potential allergens to penetrate and trigger eczema flare ups.

A major symptom of eczema is an intense itch. Scratching only provides temporary relief, and leads to more itching and scratching. This is often referred to as the **itch-scratch cycle** and this aggression of skin causes eczema to worsen.



Eczema can significantly impact **quality of life**. It can cause reluctance to take part in sport and social activities, affecting self esteem and mental health. In addition sleep deprivation caused by itching at night is major concern for eczema sufferers and 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

- Soap
- Bubble bath
- Shampoo



#### Household products

- Washing up liquid
- Laundry detergent
- Fragrance



#### Environment

- Tree & grass pollens
- Temperature changes
- Animal fur
- House dustmites



#### Other

- Synthetic clothing
- Teething
- Stress

## MANAGING VERY DRY SKIN

### Establish a good skincare routine and stick to it from birth

Dermatologists recommend complete emollient therapy for the treatment of very dry skin (also suitable for eczema-prone skin). This means regular application of an appropriate moisturiser and washing with a soap substitute.<sup>2</sup>

#### STEP 1 WASH

##### Use a gentle syndet cleanser instead of soap

Avoid harsh washes and cleansers that contain soap as these can dry out the skin and exacerbate symptoms, instead opt for specially adapted washes, such as **Lipikar Syndet AP+**, as these will effectively cleanse the skin while replenishing moisture.

##### Pat the skin dry, never rub

After washing, pat the skin dry as rubbing can irritate the skin. Apply any prescription treatments as instructed by your doctor.

#### STEP 2 SOOTHE

##### Moisturise liberally at least once a day

Use a fragrance free moisturiser such as **Lipikar Baume AP+M**, even when skin appears improved. Use at least 3 teaspoons of moisturiser each time and smooth onto skin in a gentle downwards motion in the direction of hair growth. Remember to use clean fingers to avoid contamination.

##### Avoid diluting other skin treatments

If you are using a steroid cream or another treatment for your skin condition, wait at least 30 minutes after using your moisturiser before applying to avoid diluting the effect of the treatment.

#### STEP 3 RELIEVE

##### Avoid known irritants

Avoid irritants such as baby wipes, bubble baths and soaps to prevent risk of flare ups. Babies and children should wear mitts to avoid scratching.

##### Avoid scratching

Use an itch relieving product such as **LIPIKAR Stick AP+** as soon as you feel the urge to scratch.

#### STEP 1 WASH

##### LIPIKAR SYNDET AP+

Gentle cleanser for  
body, face & scalp



- ✓ Protects against the harsh drying effects of water
- ✓ Does not sting eyes
- ✓ Rinses off easily
- ✓ Suitable for use as a shampoo on babies suffering from cradle cap

#### STEP 2 SOOTHE

##### LIPIKAR BAUME AP+M

Lipid-replenishing  
moisturiser for body



- ✓ Intensely hydrates and reduces skin dryness
- ✓ Anti-itch efficacy
- ✓ Rebuilds the skin barrier
- ✓ Non-greasy, quick dress formula

#### STEP 3 RELIEVE

##### LIPIKAR STICK AP+

Instant itch relief for  
body & face



- ✓ Soothing formula instantly relieves itching and satisfies urge to scratch
- ✓ Co-developed with children for ease and efficacy
- ✓ 15ml on-the-go format

**LIPIKAR AP+** products available from pharmacies nationwide and online at: [www.laroche-posay.co.uk](http://www.laroche-posay.co.uk) / [www.laroche-posay.ie](http://www.laroche-posay.ie)  
For more information on eczema please visit: [www.nhs.uk/conditions/atopic-eczema/](http://www.nhs.uk/conditions/atopic-eczema/)