

## YOUR GUIDE TO CARING FOR DRY, ECZEMA PRONE SKIN WITH LIPIKAR AP+

### 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.

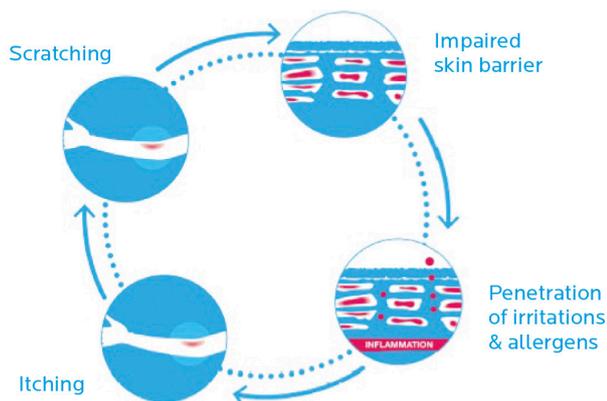
Eczema can start at any time of life but is more common in childhood. It affects approximately 1 in 5 children and 1 in 12 adults in the UK<sup>1</sup>

### 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.

### ITCH SCRATCH CYCLE

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 be triggered by lots of different things. Common examples include:**

- Soap
- Bubble bath
- Shampoo
- Washing up liquid
- Laundry detergent
- Fragrance
- Teething
- Tree & grass pollens
- Temperature changes
- House dustmites
- Animal fur
- Synthetic clothing

### QUALITY OF LIFE WITH ECZEMA

**Sleep deprivation**, caused by itching at night, is a common concern of eczema sufferers and has a huge impact on their quality of life. In the case of children with eczema this can affect the entire household. Sticking to a dedicated routine that can soothe the itching sensation and reduce eczema flares, can help the whole family sleep better for longer. For infants with a family history of eczema, using a moisturiser daily can help prevent the development of eczema<sup>1</sup> and dramatically improve the child's quality of life.

<sup>1</sup> Simpson, E.L., et al. (2014). Emollient enhancement of the skin barrier from birth offers effective atopic dermatitis prevention. J Allergy Clin Immunol, 134, pp.818-23.

## TIPS FOR MANAGING ECZEMA-PRONE SKIN

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

Studies have shown a complete emollient routine (that includes both appropriate cleanser and moisturiser) that supports compliance can prevent development of atopic dermatitis in infants.<sup>1</sup>

### 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.

### Moisturise liberally at least once a day

Use a fragrance free moisturiser such as Lipikar Baume AP+, 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 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 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.

## A ROUTINE TO HELP MANAGE DRY ECZEMA-PRONE SKIN

### 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