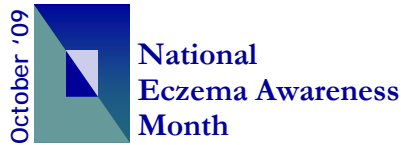


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Skin Care Tips for Everyone with Eczema or Sensitive Skin

October is Eczema Awareness Month, and the National Eczema Association (NEA) is doing all that it can to help people better understand this skin disease and the impact it has on patients and their families. Millions of people in the United States are affected by eczema, which causes dry, itchy, irritated skin. Many others suffer from similar skin conditions or sensitive skin.

NEA recently launched the Eczema & Sensitive Skin Education (EASE) program to provide *everyday help* that people can really use. The EASE website, www.easeeczema.org, includes an Education Resource Center offering basic skin care and treatment information, a guide to ingredients to avoid in personal care products, a list of products that have received the NEA's Seal of Acceptance™, and a reference library, including a 3-D animation library.

Experts offer these *everyday tips* for anyone with eczema or sensitive skin conditions:

- Take lukewarm baths and showers, using a nonsoap cleanser, and gently pat your skin dry with a soft towel—don't rub!
- Moisturize everyday. Moisturizing improves skin hydration and skin barrier function.
- Apply a moisturizer within three minutes after bathing to "lock in" the moisture. Moisturizers are most effective when applied to skin that has been soaked in water.
- There are three basic classes of moisturizers: ointments, creams, and lotions. Ointments and creams are more effective.
- When possible, avoid rapid changes of temperature and activities that make you sweat.
- Wear cotton or soft fabrics—avoid rough, scratchy fibers and tight clothing.
- Learn your eczema or skin irritation triggers and avoid them (temperature/humidity, irritants, allergens, stress).
- Use a humidifier in dry or cold weather.
- Keep your (and your child's) fingernails short to help avoid scratches to the skin.
- If possible, reduce the stress in your life—take a quieter route to work, get help around the house, take yoga, or learn to meditate.

Eczema is a general term for any type of dermatitis or “itchy rash.” A partial list of eczemas includes atopic dermatitis, contact dermatitis, dyshidrotic eczema, nummular eczema, and seborrheic dermatitis. All types of eczemas cause itching and redness and some will blister, weep or peel. Atopic dermatitis is the most severe and chronic (long-lasting) kind of eczema. Eczema can be isolated to one area or present on several areas on your body, such as the hands, inner elbows and the back of knees. Eczema often runs in families, and can be triggered by allergies, stress, irritating detergents, synthetic fabrics, and fluctuating temperature.

The National Eczema Association, founded in 1988, is a not-for-profit organization that provides *everyday help* through research, support, and awareness programs dedicated to improving the health and quality of life of individuals with eczema and sensitive skin.

For more information on eczema, eczema quality of life issues, the EASE program or the National Eczema Association (NEA), please contact NEA at 800-818-7546, info@nationaleczema.org or www.nationaleczema.org.

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