

DEAR PARENT:

Eczema can take its toll on little ones (and parents too!) Not only is it uncomfortable, it can be a distraction at school and result in lost sleep and bullying. Here are **3 tips for relieving the dryness and itchiness of eczema** from the *National Eczema Association*:



1 KNOW THE TRIGGERS OF ECZEMA

Eczema flares occur when the skin is very dry, when it comes in contact with irritating substances or allergic triggers, or when the skin is infected. Eczema tends to be worse in the winter when the air is dry and tends to improve in the summer when it is more humid. This is why it's important to consistently moisturize to keep skin from drying.

2 BATHE WITH CARE

Warm, not hot, baths are generally preferred over showers, but make sure to limit the time spent bathing. Epsom salts, wash cloths, and other abrasive cleansers should be avoided because they can be irritating to the skin and worsen eczema. The use of soap and bubble bath should be limited; look for cleansers that are marked "soap free" or "gentle cleansing", like Eucerin Skin Calming Body Wash.

3 MOISTURIZE AFTER BATHING

Moisturizers should be applied at least twice daily — in a thick layer. Generally two types of moisturizers are recommended for treating eczema: ointments and creams. It is most important to moisturize the skin promptly after bathing (within 3 minutes) to prevent evaporation of moisture from the skin. Try a moisturizer like **Eucerin Eczema Relief Body Creme** for immediate protection and soothing results.



The newest innovation from the trusted dermatologist, pediatrician and pharmacist-recommended brand, **Eucerin Eczema Relief Body Creme** was specially formulated to protect and soothe skin irritation and itching due to eczema, and is appropriate for both adult and baby skin. For everyday skin wisdom and to unlock exclusive perks and advice for healthier skin for you and your child, visit **EucerinUS.com**

The newest innovation from Eucerin — Eczema Relief