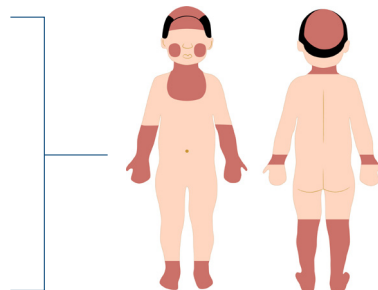


# MANAGING YOUR CHILD'S ECZEMA

## What is Eczema?

Eczema is an itchy, red rash which is characterized by periods of flare. The most common form of Eczema is Atopic Dermatitis. Though eczema can appear anywhere on the body, typical body sites are the hands and feet, the inside bend of the elbows, behind the knees, and around the ankles and wrists. It can also appear on the face, particularly the cheeks, and on the neck and upper chest. The skin around the eyes, including eyelids, may also be affected. Depending on the age of the patient, it may be more commonly noticeable in particular areas. The diaper area is usually spared. Scratching can cause redness and swelling and further worsening of symptoms, particularly itch.



## Daily Care and Prevention

Proper bathing and moisturizing are essential for the daily care of skin with eczema. Moisturizers can help trap water in the skin, helping to keep it more flexible and less likely to crack. It is important to continue a regular moisturizing routine even when your child does not have a flare. Mild cleansing can also help prepare the skin for topical therapies. Moisturization and gentle cleansing can help keep the barrier intact and help prevent future flares.

An effective skin care regimen can help restore and strengthen the skin's moisture barrier, helping to prevent the recurrence of itchy, dry, irritated uncomfortable skin.

### BATHING TIPS

- Use lukewarm water when washing your child
- Use a mild, non-drying, fragrance free cleanser
- Avoid body sponges and washcloths
- Gently pat skin dry with a towel

### MOISTURIZING TIPS

- Apply moisturizers to wet skin (within 3 minutes of taking a bath or shower)
- Apply any special skin medications (If prescribed by your child's doctor, apply any special medications first and then liberally apply moisturizer. For some medications you may be advised to wait 15-20 minutes after applying before applying moisturizer, so be sure to follow your doctor's instructions.)
- Consider using a moisturizer with oat, such as AVEENO® Eczema Therapy Moisturizing Cream, to help reduce the itching and irritation of eczema
- Reapply throughout the day

### MORE TIPS

- Keep your child's fingernails short
- Have him or her wear open-weave, loose-fitting, cotton-blend clothing
- Maintain an even temperature and humidity in your home
- Wash new clothes before putting them on your child
- Use dye-free and fragrance-free detergents and avoid using dryer sheets
- Use sunscreens made for sensitive skin
- As always, talk to your child's doctor if you have any questions or concerns

Brought to you by  
**Aveeno**  
ACTIVE NATURALS®  
Eczema Therapy