

**A GUIDE TO
UNDERSTANDING
AND EDUCATION**

**ECZEMA
EXPOSED**
EczemaExposed.com

The real impact of your eczema

Having eczema, or caring for someone who's suffering from it, isn't easy. On the physical side, there's the itching and pain. Many also struggle with difficulties sleeping, missing out on work, school, and daily activities. When everything you're trying isn't helping, it only adds to the frustration.

But it's the emotional side of struggling with eczema that's too often overlooked. Feelings of embarrassment and shame are common and can affect your family and social life. Over time, many even start to feel depressed, anxious, or isolated. It's crucial to be aware of any negative feelings and emotions you're having and to share them with your doctor. (For caregivers, see next page.)

Knowing yourself better is just as important as knowing your eczema better. Understanding the real reasons it keeps coming back will give you more confidence and knowledge as you work together with your doctor to manage your condition.

**MORE THAN 2 MILLION
PEOPLE OF ALL AGES
ARE LIVING WITH
UNCONTROLLED
MODERATE-TO-SEVERE
ECZEMA IN THE U.S.**



Parents: The real impact of your child's eczema

Like adults, teens and children with moderate-to-severe eczema experience intense itching and pain. They suffer from sleep disruptions, missing out on school and avoiding social activities. As a parent caring for them, it can be frustrating when you continue to do everything you can to help, but their eczema keeps coming back.

But it's the emotional impact of dealing with eczema that's probably the toughest challenge your child will face. For them, feeling different or being bullied can cause intense embarrassment and low self-esteem and can result in self-isolation or depression.

The most important thing for you to do is to communicate openly and honestly with your child. It's also crucial for you to understand their condition better and to help them understand it better. Knowing more about the causes of eczema may help you, in concert with your doctor, determine ways to manage your child's eczema. Use this brochure to learn more about the causes of eczema.

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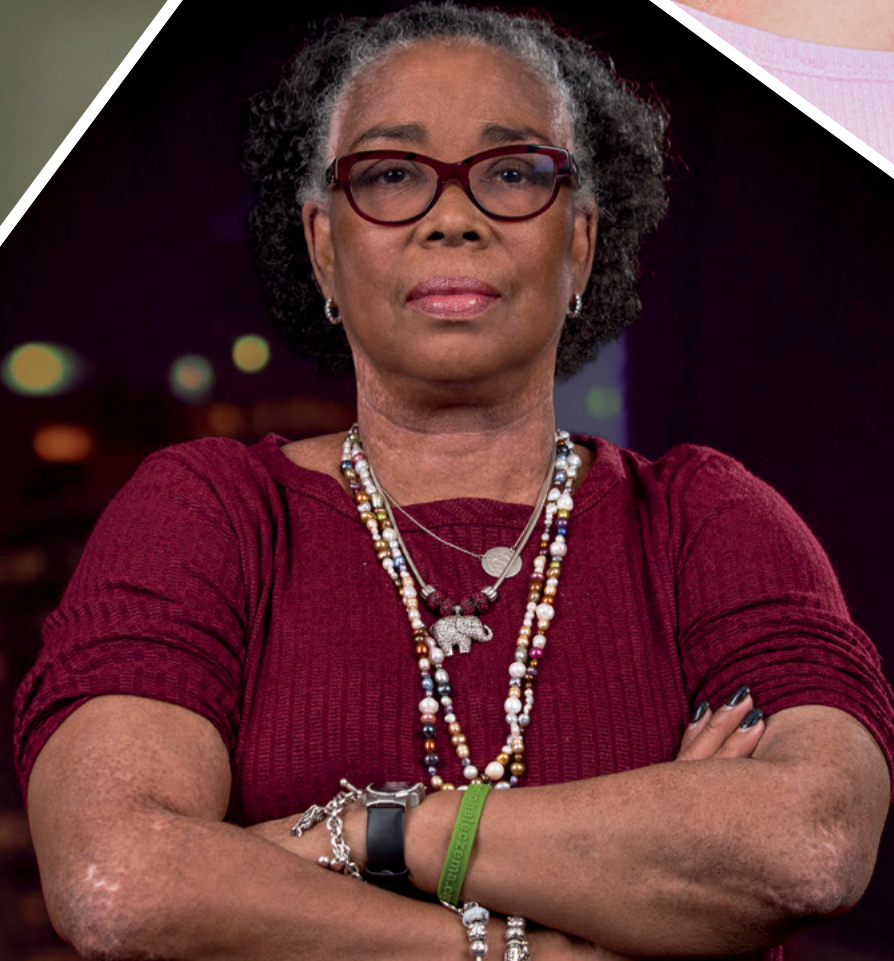
YOUR CONFIDENCE COMES FROM WITHIN.

WHAT YOU SEE ON THE OUTSIDE COULD BE STARTING UNDERNEATH YOUR SKIN.

Eczema symptoms you experience on the surface of your skin can be caused, in part, by underlying inflammation that starts deep underneath your skin.



AND SO MIGHT YOUR ECZEMA.



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LIVING WITH ECZEMA

UNDERSTANDING ECZEMA

LITTLE ONES WITH ECZEMA

TAKING ACTION

Scratching the surface

Did you know “eczema” is a general term used to describe many different kinds of itchy rashes? Moderate-to-severe eczema that keeps coming back could also be known as “atopic dermatitis” which is the most common form of eczema.

You may have atopic dermatitis if you struggle with rashes and itching that keep coming back several times a year (also known as flare-ups). It is a chronic condition. And some people may always show signs of the disease on their skin.

It’s important to know that rashes can look different with different skin types.

Here are some examples:



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Symptoms you can see

The most obvious sign of atopic dermatitis is dry, itchy skin. Some other common external symptoms include:

- Redness or highly discolored skin, depending on skin tone
- Crusting, oozing • Scaly, cracking skin

Only a healthcare professional can determine if your skin condition is actually atopic dermatitis.

THE FRUSTRATION OF ITCH AND FLARE-UPS

Itchy flare-ups are unpredictable and uncomfortable.

Scratching at the skin only irritates it further and can intensify the itching—something also known as the "itch-scratch cycle." Symptoms from flare-ups can also make you feel self-conscious and anxious about your appearance. And despite everything you do to prevent flare-ups, they seem to come back.

DID YOU KNOW:

- Topical creams and lotions may not always treat symptoms
- Eczema is a chronic condition that may not go away

Learn more about the "itch-scratch cycle"



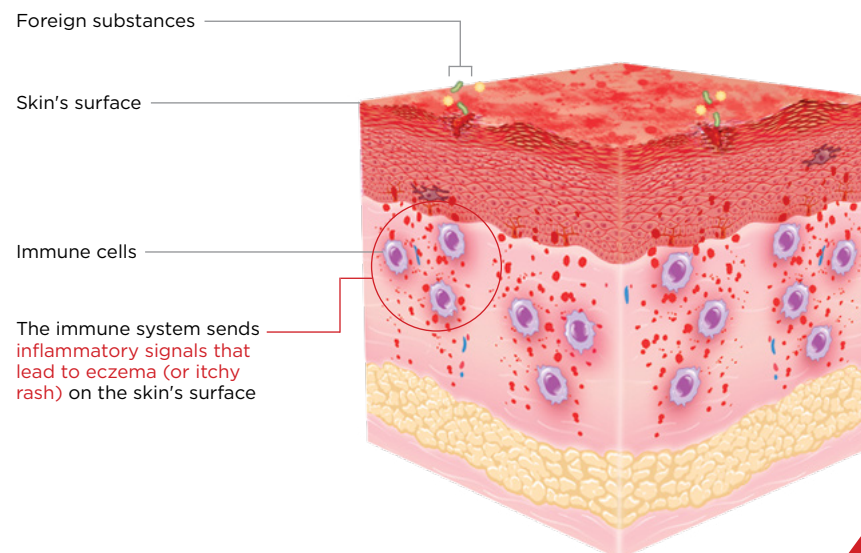
Symptoms you can't see

With atopic dermatitis, the immune system is overly sensitive and your skin barrier is weakened. This can cause your skin to react to even mild irritants or allergens. Rashes and itch on your skin are signs and symptoms of inflammation that's always active underneath your skin.

WHY ECZEMA WON'T GO AWAY: INFLAMMATION INSIDE

The skin's surface is where eczema signs and symptoms are most visible. But they can start deep below the surface where an overactive immune system produces too much of certain substances that lead to the inflammation that can result in itching and rashes.

ECZEMA DEEP UNDERNEATH THE SKIN



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YOUR LOVE FOR THEM COMES FROM

WITHIN. SO MIGHT THEIR ECZEMA.

The eczema you see on the surface of your little one's skin can be the result of inflammation that starts deep underneath their skin.

LEARN MORE AT [ECZEMAEXPOSED.COM](https://eczemaexposed.com)

Caring for infants and young children with eczema

As a parent, caring for a little one who's suffering from atopic dermatitis can be hard. They can't always tell you how they're feeling, which makes it even more difficult for you to assess their condition. You do everything you can and still those rashes keep coming back. And you find yourself hoping that someday they'll outgrow their eczema, but the fact is some don't.

Beyond the itching and pain, you also worry about your child's lack of sleep, fussiness, and missing play-dates. Doing everything you can and still not being able to help them can be frustrating.

You try various ways to manage it, but their symptoms may keep coming back. It is important to work with your child's doctor to find a treatment plan that works for you and your child.



NOT EVERY CHILD
WILL OUTGROW
THEIR ECZEMA.
1 IN 5 NEVER DO.

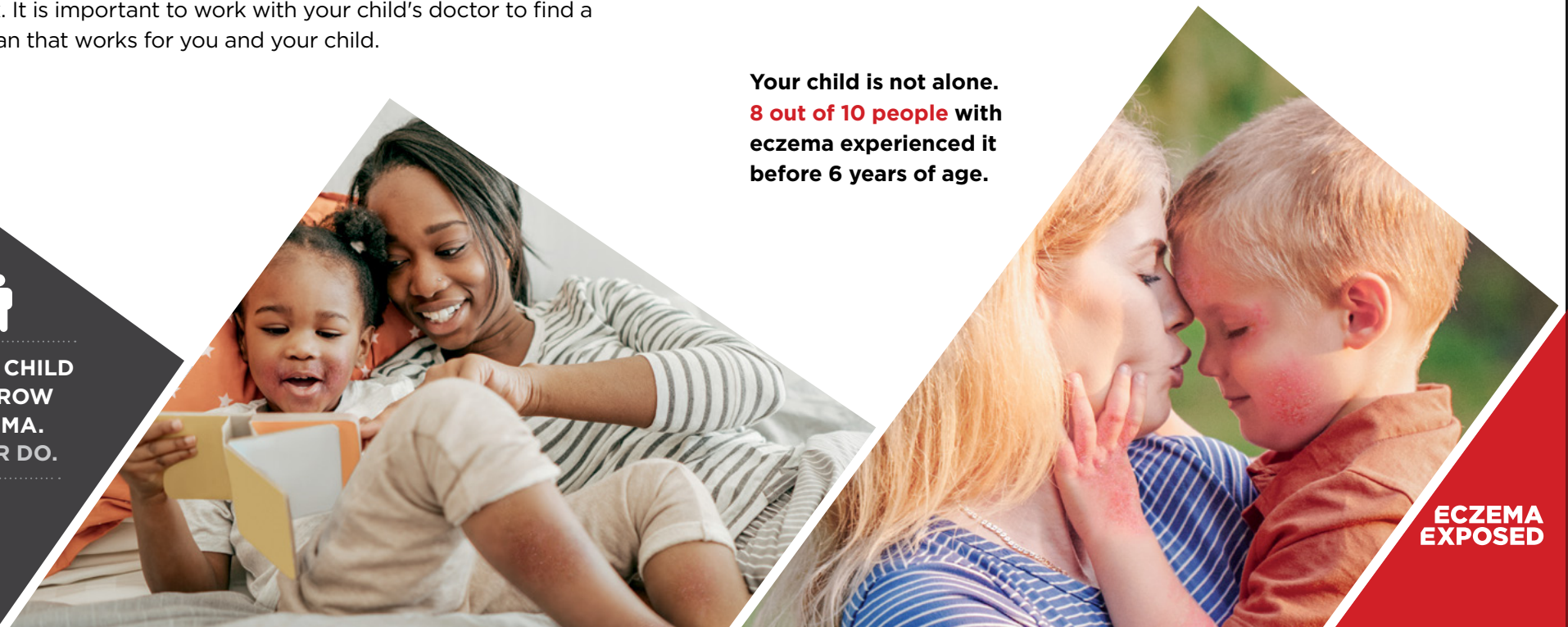
Knowledge leads to discussion

It's important that together with your little one's eczema specialist, you learn everything you can about their eczema. Because the more you know, the more you can do.

One important thing to understand is that identifying and avoiding (external) triggers isn't always enough to keep eczema symptoms from occurring. That's because eczema is a chronic condition that exists and can start deep underneath the skin. An overactive immune system produces too much inflammation that reaches the skin's surface and can result in itching and rashes.

Learn more about the causes and discuss them with your child's eczema specialist.

Your child is not alone.
8 out of 10 people with
eczema experienced it
before 6 years of age.



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Talking is a good start

Treating your or your child's eczema symptoms can be a real struggle. But understanding a root cause—inflammation underneath your skin—may help you and your doctor have a better discussion about the different eczema treatments available, including these:

- Over-the-counter (OTC) creams, lotions, ointments
- Prescription topicals
- Phototherapy
- Oral pills
- Biologics

Being open with your doctor about all your symptoms will help you find an appropriate path forward.

Going to your eczema specialist

An important step to managing eczema is to always be prepared when you visit your eczema specialist.

BEFORE THE APPOINTMENT

- Keep track of your/your child's symptoms and how you're feeling leading up to your doctor's appointment. Write down the details to help you remember them.

DURING THE APPOINTMENT

- Make sure to cover all the questions and topics you wanted to. Don't be shy, speak up. Discuss next steps or agree on a plan before you leave.

AFTER THE APPOINTMENT

- Follow the steps you discussed with your specialist. Keep monitoring your/your child's progress to discuss at the next appointment.

FIND A DOCTOR DISCUSSION
GUIDE ON THE NEXT PAGE

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Share with your eczema specialist

Finding and working with the right eczema specialist is a crucial step as you move towards the best option for you or your child. Always remember, the more you share with your doctor, the more they can do to help.



Download
a discussion
guide for your
specific needs



Doctor discussion guide

FILL OUT THIS GUIDE FOR YOURSELF OR YOUR CHILD AND BE PREPARED TO DISCUSS IT AT YOUR NEXT APPOINTMENT.

1 What physical symptoms are you/your child experiencing?

- ☐ Dry and itchy skin ☐ Scaling and cracking ☐ Redness/pigmentation
☐ Oozing ☐ Thick skin ☐ Swelling

2 What emotional symptoms are you/your child feeling?

- ☐ Isolated ☐ Insecure ☐ Depressed ☐ Anxious ☐ Confused

3 Has your/your child's eczema impacted your/their ability to get a good night's sleep?

- ☐ Yes ☐ No

4 In the last three months, how often have you/your child missed out on work/school/activities?

- ☐ Frequently ☐ Sometimes ☐ Rarely ☐ Never

5 How frequent are your/your child's flare-ups?

- ☐ Having a flare-up now ☐ Daily ☐ Weekly
☐ Monthly ☐ Once every 6 months

6 Rate the severity of your/your child's symptoms.

- Mild 1 2 3 4 5 6 7 8 9 10 Severe

7 How long have you/your child been experiencing symptoms?

- ☐ 0 - 6 months ☐ 6 months - 1 year ☐ 1 - 5 years
☐ 5 - 10 years ☐ 10+ years

8 Which best describes your/your child's outlook on treatment?

- ☐ I'm willing to do whatever it takes to feel better. ☐ I'm interested in hearing more about my treatment options, especially what they involve.
☐ I often wonder if there are any other treatments that could help me. ☐ I don't know how to feel about treatment.

TEAR OUT AND DISCUSS WITH YOUR DOCTOR

Talk to an eczema specialist who can answer your questions.

Please visit **EczemaExposed.com** for more information and support. You'll also find tips on how to scratch less, improve sleep, and cope with stress.

LEARN MORE AT
EczemaExposed.com



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