

TREATING YOUR LITTLE ONE'S ECZEMA CAN BE AS EASY AS 1,2,3

## 3 easy steps to helping you to manage your eczema:



Apply emollient all over the body 2-3 times a day

Use gentle strokes in the direction of the hair growth when applying the emollients



Use soap substitutes, an emollient bath oil and emollient moisturiser

Emollients are simple moisturisers that help soothe and relieve itchy dry skin. They are key to managing your eczema and should be applied regularly even if there is no obvious sign of dryness, redness or itching.



E45 Emollient Bath Oil and E45 Emollient Wash Cream are not medicines.

Use your smart phone to scan this QR code to take you to:  
[www.eczemaadvice.co.uk](http://www.eczemaadvice.co.uk)



The National Eczema Society\* supports this eczema advice programme

For a money off voucher for your favourite E45 product please visit our website on:

[www.eczemaadvice.co.uk](http://www.eczemaadvice.co.uk)

E45 Cream for dry skin, always read the label.

\*The National Eczema Society does not recommend or endorse any specific products or treatments.

The National Eczema Society is registered as a Charity with the Charity Commission for England and Wales under number 1009671.

UK/E45-OTC/0912/0006

Date of Preparation: September 2012

DERMATOLOGICAL



Treating your little one's eczema can be as easy as 1,2,3...



The National Eczema Society supports  
[www.eczemaadvice.co.uk](http://www.eczemaadvice.co.uk)

The National Eczema Society does not recommend or endorse any specific products or treatments.

# What is Eczema?

Eczema (also known as dermatitis) is a dry skin condition. It's an individual condition which varies from person to person. It is not contagious so you can't catch it from someone else.

In mild cases of eczema the skin is dry, scaly, red and itchy. In more severe cases there may be weeping, crusting and bleeding. Constant scratching causes the skin to split and bleed and also leaves it open to infection.

Eczema affects people of all ages but is primarily seen in children. The disease affects around 5-20% of children worldwide. Those who "grow out" of their eczema during early childhood may see it recur again in later life. In the UK one in five children and one in twelve adults have eczema, while eczema and contact dermatitis account for 84-90% of occupational skin disease.

Unfortunately there is no cure. However, regular moisturising is key to managing and controlling eczema.



## Discover 12(£45), the NEW Eczema Management Programme developed by E45

We know how frustrating and upsetting eczema can be for you and your child. We also know that you need sensible and professional advice that can support you as soon as your child has been diagnosed with eczema.

E45 is committed to supporting you and have introduced a FREE eczema management programme called 12(£45) that you can sign up to right now by going on [eczemaadvice.co.uk](http://eczemaadvice.co.uk).

This programme has been designed to offer you advice and guidance on how to manage your child's eczema in the form of:

- Telephone advice from a trained dermatology nurse
- Dedicated website with advice leaflet, educational videos and testimonials
- Link up with the NES\* Facebook page to chat with other sufferers
- Interactive eczema symptom checker



To gain information to help you to manage your child's eczema, please visit the 12(£45) website  
[www.eczemaadvice.co.uk](http://www.eczemaadvice.co.uk)

\*The National Eczema Society does not recommend or endorse any specific products or treatments.

## 4 out of 5 mums already saw a visible improvement in their child's eczema symptoms

The E45 Patient Support Programme helps parents and carers of children with eczema to manage their skin condition more effectively.

12(£45) has been developed following promising results from a study of 117 babies/children.

Optimal use of E45 Cream for 11 weeks resulted in:

### On Babies/Children

84%

Had an improvement in eczema symptoms.

64%

Reduction in the number of nights' sleep disturbed by eczema symptoms.

### On Parents

8/10

Mums feel more in control of their child's eczema.

10/10

Mums reported their child felt happier.