1. Does your child have symptoms of eczema such as dry skin patches, intense itching, bumpy red rash, and/or scaly/crusty skin?
   - yes  
   - no

2. Is your child’s skin easily irritated?
   - yes  
   - no

3. Does the rash come back again and again?
   - yes  
   - no

4. Are you concerned about using topical steroid medicines too frequently?
   - yes  
   - no

If you answered yes to any of these questions, discuss your child’s condition with your doctor. Ask if Atopiclair can help control your child’s eczema.
**Taming eczema**

Eczema (also called atopic dermatitis) can be a big problem for little ones. It’s a rash that “flares” up again and again. Children with this problem may feel like an itchy dragon has invaded their skin. The eczema dragon is tough for parents too, because flares keep coming back!

If your child has eczema, you are not alone. This skin disorder affects 1 in 10 children. Fortunately, nearly half of all eczema cases will clear before adulthood.

Also, there are ways to care for the skin that help keep the itchy, painful symptoms under control.

This booklet has answers to commonly asked questions about eczema, including newer therapies that safely help control this condition.

**What is eczema?**

Eczema is a chronic (long-lasting) skin disorder that causes very dry, itchy patches on your child’s skin.

It often starts on the face, arms, and legs of infants aged 6 to 12 weeks, but may appear later. Older children may have patches behind the knees, inside the elbows, on the sides of the neck, and around the mouth, wrists, ankles, and hands.

The condition is different for every child, but in all cases it causes the skin to lose moisture. Without moisture, the skin becomes weak and can’t provide a protective barrier for the body. As the skin barrier gets weaker, the skin becomes very easily irritated and gets a rash or “flare.”

**What are the symptoms of eczema?**

Eczema causes very dry, rash-like patches of skin with an intense itch. Infants with eczema may be restless and irritable due to itching. Most young children cannot resist the urge to scratch. Scratching the itch makes these skin areas red and sore (inflamed), which in turn makes the skin itch even more!

In severe eczema inflamed skin gets a red rash that may be scaly with small fluid-filled bumps that ooze. The skin may become crusty and infected. Constant irritation and scratching may make skin thick and leathery.
How do you get eczema?
How and why children get eczema is still unclear. We do know that it is hereditary and related to allergies. Children whose parents have hay fever or asthma are more likely to have eczema. These children are also likely to develop hay fever or asthma themselves.

How will eczema affect our family?
Eczema is physically and emotionally hard for children who may spend up to one-third of the year with flare symptoms. In addition, children may have trouble sleeping, which can put a strain on the entire family. Parents may worry about the long-term effects of the disease and the safety of their child’s medicine.
It is important to learn about the condition and ask for help from health care professionals to cope with your child’s special needs. Visit the Web sites listed on the last page of this brochure for more information.

Is there a cure for eczema?
There is no cure for eczema. However, the symptoms of flare can be relieved and the condition can be controlled. The next section, titled “Living with eczema,” describes some of the ways to do just that.

Living with eczema
Keeping skin healthy and moist
Skin with eczema is already lacking moisture. To help healing, it’s important to take steps to protect the skin from irritation and to restore moisture.
Sticking to a skin-care routine and following a few simple steps can help make your child more comfortable and less likely to develop flares.
Contact your child’s physician if you suspect an infection.
Skin-care guidelines

Tips to help avoid flares

**Bath time**
- Shower or bathe your child with lukewarm water
- Use a mild bar soap or non-soap cleanser
- Let skin air dry after bathing or gently pat it dry
- Immediately after bathing, apply a moisturizer—such as a cream or an ointment—to lock water into skin

**Every day**
- Keep your child’s fingernails short
- Choose soft cotton clothing
- Keep your child cool; avoid overheating
- Use activities to distract your child from scratching
- Learn your child’s triggers and avoid them (see next page)

Flares often happen after contact with certain irritants, allergens, or in situations called triggers. For example, younger children with bad flare-ups are likely to have food allergy triggers; in older children, flares may happen after playing outdoors in warm temperatures. Everyone has different triggers. The list below may help you find and avoid things that make your child’s skin flare up.

**Common triggers that cause flares**

**Things to avoid**
- Wool or synthetic fibers
- Poorly fitting, rough clothing
- Soaps and detergents
- Perfumes and cosmetics
- Substances like solvents, dust, or sand
- Cigarette smoke
- Dust and dust mites
- Pollen and mold
- Animal fur or dander
- Food allergies (the most common are peanuts, milk, eggs, wheat, soy, and fish)
- Long hot baths/showers
- Overheating
- Sweating
Treatment options

Physicians rely on steroid creams and ointments to reduce itch, rash, and inflammation. They are very effective, but are limited to short periods of use because of side effects. Another type of treatment, topical calcineurin inhibitors (TCIs) may also be prescribed for eczema. TCIs are for short-term, intermittent use and only in children 2 years and older.

Most treatments prescribed for short-term use stop flares but don’t help the skin barrier. A weak skin barrier is part of the reason your child has eczema. Restoring a healthy skin barrier is important to help heal skin damage and protect the skin from future flares.

One prescription therapy, Atopiclair Nonsteroidal Cream, has been developed to relieve flare symptoms and support a healthy skin barrier.

What is Atopiclair® Nonsteroidal Cream?

Atopiclair is a prescription-only cream you apply to the affected areas of the skin. When used as directed, it can relieve the itching, burning, and pain associated with eczema. Using Atopiclair as part of your child’s skin-care routine tames flare symptoms and restores damaged skin to help control recurring flares.

What makes Atopiclair® unique?

Unlike other prescription creams for eczema, Atopiclair contains ingredients that both relieve the symptoms of flare and support a healthy skin barrier. Atopiclair is a clinically proven safe and effective therapy to manage ongoing symptoms that trouble infants and children and to help control recurring flares.

Unlike moisturizers, Atopiclair contains ingredients that help reduce flare symptoms. During a 43-day study, 91% of young patients using Atopiclair had no flares that required the use of any topical steroid medication.

There is no restriction on how long Atopiclair can be used. You can keep using Atopiclair during and between flares. It can be used with other topical medicines, as directed by your child’s doctor.

What are the benefits of using Atopiclair?

Atopiclair relieves the symptoms of eczema and helps repair the skin’s protective barrier. First, Atopiclair helps tame the itching, burning, redness, and pain that irritate your child’s skin. Second, Atopiclair provides essential oils and moisture. By helping the skin’s ability to provide a protective barrier against triggers, Atopiclair helps control recurring flares.
How to use Atopiclair®

Atopiclair should be applied to any areas affected by rash and/or to areas that itch or show other symptoms, as directed by your child’s doctor. Apply it 2 to 3 times a day (or as needed), depending on the severity of your child’s symptoms.

Is Atopiclair safe for children?

Yes, Atopiclair has been studied for use on children as young as 1 month.

Important information about Atopiclair

Atopiclair provides a unique combination of therapeutic ingredients. It contains nonallergenic, protein-free shea butter as an important source of essential oils and moisture that help soften and heal the skin. Shea butter is a common ingredient in many prescription and consumer products.

Atopiclair nonsteroidal cream does not contain milk, wheat, peanut or animal derivatives. Atopiclair nonsteroidal cream does contain shea butter (Butyrospermum parkii), a derivative of shea nut oil (not peanut oil). Patients with a known allergy to nuts or nut oils should consult their doctor before using this topical preparation.

If you have any questions about using Atopiclair, or about starting a healthy skin-care routine for your child, talk to your doctor. Together, you can develop a plan that will tame the dragon and make living with eczema easier for your child and you.

To learn more about eczema, visit these Web sites:

American Academy of Dermatology: www.aad.org/public/Publications/pamphlets/EczemaAtopicDermatitis.htm

National Institute of Arthritis and Musculoskeletal and Skin Diseases: www.niams.nih.gov/Health_info/Atopic_Dermatitis

American Academy of Pediatrics: www.aap.org/healthtopics/skinhealth.cfm

Atopiclair: www.atopiclairUS.com
Eczema Patient Assessment Quiz

1. Does your child have symptoms of eczema such as dry skin patches, intense itching, bumpy red rash, and/or scaly/crusty skin?
   - yes  - no

2. Is your child’s skin easily irritated?
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Rx Only

Atopiclair®
NONSTEROIDAL CREAM

Answers to questions about your child’s eczema

HOW DO YOU TAME A DRAGON?