



WHAT and WHO?

Atopic eczema effects up to

30% and up to **10%**
of Children of Adults

The severity varies from mild, moderate to severe.



PSYCHOSOCIAL IMPACT

Continual itch affects concentration which negatively impacts education, work, social and family life and can lead to:



bullying



career change



relationship breakdown



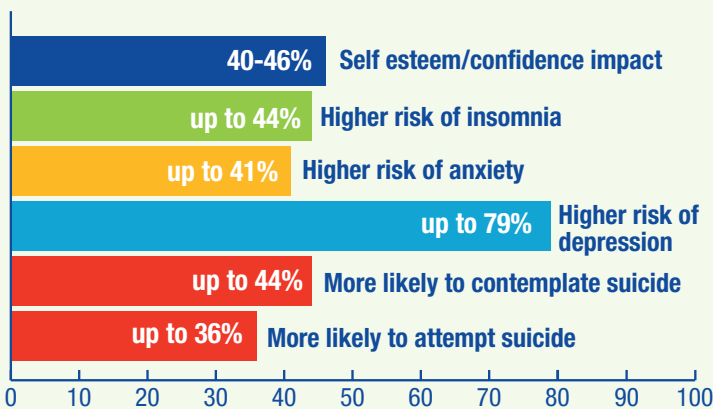
loss of social connections



reduced learning capacity

LIVING WITH SEVERE ECZEMA

percentage statistics more likely compared with patients without AD



FAST FACTS



CAUSES & TRIGGERS: Eczema is NOT contagious. It can run in the family and/or be influenced by triggers. Atopic eczema is an autoimmune disease.

CONNECTION TO ALLERGY: Many people with eczema also have other allergies. Allergies do not cause eczema, but they can trigger flare ups.



TREATMENT: There is no cure for eczema. Awareness and avoidance of triggers is the key, together with management of the symptoms.

SLEEP DEPRIVATION

Common and impacts the whole family.



FINANCIAL IMPACT

Loss of income (carers and adults with severe eczema)

UP TO \$2000
Per Year

Out of pocket direct medical expenses

23.3
VISITS TO DOCTORS
Per Year

(on average)

6.5
DAYS in HOSPITAL
Per Year

(on average)



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