



## 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



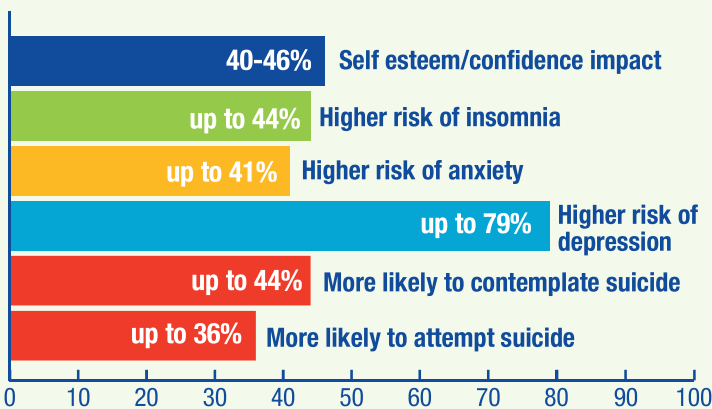
loss of social connections



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 \$6000**  
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)



### REFERENCES

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