



Eczema (also known as atopic dermatitis or atopic eczema)

Eczema (also known as atopic dermatitis or atopic eczema) is a chronic and complex itchy skin condition. But it is more than just a skin condition. For those living with eczema, it can vary from a mild to moderate itch to an extremely itchy, painful and debilitating condition, with huge effects on quality of life. It can look very different in babies/children and adults.

Babies with eczema often have inflammation (redness and flare ups) around the face and neck area. Children with eczema often have dry skin. The flexures are usually affected, including the knees, elbows and the skin of the neck.

Some people have lifelong disease, others may not develop the symptoms until adulthood. It can be localised or widespread, and it may be severe and difficult to treat. Even if the eczema / atopic dermatitis is confined to just the hands, the impact on quality of life is huge.



WHAT AND WHO?

Atopic eczema
effects up to

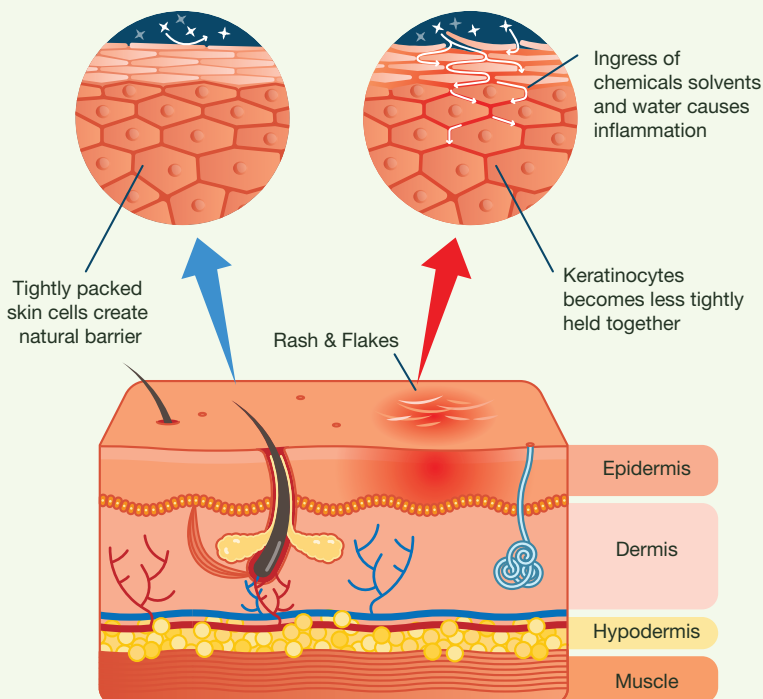
30% and up to **10%**
of Children of Adults

The severity varies from mild, moderate to severe.



HEALTHY

ECZEMA?



ECZEMA? FAST FACTS



CAUSES & TRIGGERS:

The cause of atopic eczema is complex with contributing factors that include a defect of the skin barrier and an overactive immune system.

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.

