

Pointers For Parents

Don't Scratch! Helping Your Child Deal With Eczema

(NAPSA)—“Don't talk to strangers!” “Look both ways!” “Eat your vegetables!” As a parent, you're always trying to protect your children. But, there are some things that you simply can't help them avoid—from simple bumps and bruises to common childhood conditions like eczema.

As many as one in nine children under the age of five suffer from atopic dermatitis, which is a recurring skin condition, commonly referred to as eczema. Eczema is characterized by a dry, flaky, itchy rash, and can appear on many parts of the body, including the face, neck and the inside of elbows and knees. Many kids outgrow eczema, but for those who don't, here are some ways you can help.

Talk to your child about the eczema. Help him or her understand what causes eczema and how to avoid things that may trigger an outbreak. Your child may also need help in dealing with comments from other children. Try to find ways to help him or her discuss eczema with schoolmates and explain that it's not contagious.

Stress can make eczema worse, so to help your child cope, try to keep to a routine. This will help your child feel calmer, and it will also help you remember the schedule for applying moisturizer or medicine.

Effective prescription treatment options are available. See your child's doctor to discuss which one is right for your child. When you and your doctor find other treatments don't work for your child, there's concern about

Tips For Managing Your Child's Eczema

- Moisturize
- Bathe your child in lukewarm water; use mild soap or non-soap cleansers recommended by your doctor
- After a bath, pat the skin almost dry, and apply moisturizing cream
- Keep your child's fingernails short, to help keep scratching from breaking the skin
- Avoid wool or other rough-textured materials in clothes and blankets
- Make sure your child's room is not too warm; use a humidifier to keep air moist



their risks, or your child simply can't tolerate them, ask your doctor about Elidel® (pimecrolimus) Cream 1%. It's a steroid-free prescription cream for mild-to-moderate eczema for children as young as two years old that is safe to use anywhere on their skin, including the face, neck and sensitive areas, such as around the eyes. Elidel is not associated with thinning of the skin, stretch marks or spider veins.

There is no cure for eczema, but Elidel can help control it. The most common side effects are a feeling of warmth or burning where applied, headache, cold-like symptoms, such as sore throat and cough, and, rarely, viral skin infections. Your child should also avoid unprotected exposure to the sun and sunlamps while using Elidel. For more information about eczema and Elidel, visit www.elidel.com.