

Pointers For Parents

Dispensing With Diaper Rash

(NAPSA)—Did you know that in a newborn's first year alone, parents are likely to change their baby's diaper nearly 3,000 times in their endless effort to keep baby happy and comfortable?

Still, according to the American Academy of Pediatrics, more than half of babies between four and 15 months of age develop diaper rash at least once in a two-month period. Luckily, diaper rash can be prevented and, should an outbreak occur, is easily treated.

Diaper Rash Explained

• Diaper rash occurs when the outer layer of baby's skin becomes damaged by wetness, friction or other irritants. Look for spotty, red, irritated skin in the diaper area.

• With the proper care, most diaper rashes disappear within a few days.

• If the rash persists, has blisters or sores, or does not show signs of improvement, you should consult your pediatrician.

Protection From Diaper Rash

Every diaper change is an opportunity to help prevent diaper rash. Changing your baby's diaper will soon become second nature. Here are some tips for preventing diaper rash:

• Always wash your hands before and after diapering to control the spread of germs.

• Change baby's diaper immediately after it becomes wet or soiled to reduce skin exposure to moisture.

• Use a diaper rash cream, such as pump-dispensed A+D® Zinc Oxide Cream, at each diaper change. The A+D Pump's effective, easy-to-apply formula helps seal out irritating wetness and provides long-lasting protection from diaper rash.

• Keep changing supplies within arm's reach. Babies rarely lie still during a diaper change, so it's essential to never leave your baby unattended—even for a moment. Look for products that



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allow for one-handed application and better control for safe, hassle-free diaper changes anywhere, such as the A+D's Pump.

When Diaper Rash Occurs

There are a number of things you can do to treat diaper rash effectively and quickly.

• Change baby's diaper often to prevent exposure to wetness.

• Soak baby's bottom in clean, lukewarm water. Avoid soap and disposable wipes, which can irritate the rash further.

• Pat skin dry without rubbing and allow the diaper area to air-dry fully before re-diapering. Excessive rubbing will only damage sensitive skin more.

• At the first sign of redness, apply diaper rash cream to soothe and treat baby's tender skin. Pediatricians most often recommend diaper rash products containing zinc oxide, such as specially formulated A+D Zinc Oxide Cream.

• Allow baby's bottom to "air out" without a diaper for short periods of time throughout the day.

• Avoid non-breathable fabrics and plastic pants.

By following these simple suggestions, parents can get to the bottom of diaper rash a lot easier.