

# TLC For Eczema: How Lifestyle Changes Can Soothe The Itch

(NAPSA)—There is no cure for eczema, a skin condition characterized by persistent itching, redness and rashes—ranging from mild to severe—but targeted skin care plus some lifestyle changes can help manage these symptoms.

While many cases go undiagnosed, millions of Americans suffer from some form of eczema, including atopic dermatitis, contact dermatitis and seborrheic dermatitis. In fact, the American Academy of Dermatology (AAD) estimates that over 30 million Americans are affected by atopic dermatitis (AD), one of the most prevalent, long-lasting and severe forms of eczema.

The best way to provide relief and manage the condition is to take a multipronged approach.

There are topical solutions—prescription and over-the-counter (OTC) treatments to soothe itching and ease inflammation. And, equally important, there are a few lifestyle habits that can also help to minimize flare-ups and lessen the severity of symptoms:

• **Moisturize.** Since AD sufferers also have very dry, sometimes brittle, skin, implementing a regular at-home routine that includes moisturizer to keep skin moist and protected is essential.

• **Soothe.** Take warm baths containing bathing supplements formulated to rehydrate, soothe and calm itching while helping to reduce stress. Harsh soap and detergent cleansers should be avoided.

• **Shop for solutions.** Look for products and ingredients that are scientifically proven to help reduce the itchiness, dryness and inflammation associated with atopic dermatitis. One company that has made advances in treating AD is Eau Thermale Avène. Recommended by dermatologists, Avène's four-product Trixéra<sup>+</sup> range with patented ingredient

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**Doctor-recommended skin care and the right lifestyle choices can help to take the itch and discomfort out of eczema.**

Sélectiose<sup>®</sup> is specifically formulated to treat the inflammation, redness and itchiness associated with AD while working to minimize the time between flare-ups.

• **Eat a healthy diet.** Including foods rich in omega-3 polyunsaturated fatty acids, such as fatty fish, can boost your natural immune system and may be helpful in counteracting inflammation.

• **Maintain a regular exercise program.** Also, get adequate rest to help maintain good health while reducing stress levels.

• **Consider allergies.** Food allergies have been linked to outbreaks of eczema. Potential triggers include coffee, soybean products, wheat, nuts and sweet corn. If you suspect you have a food allergy, see your doctor.

• **Seek help to stop scratching.** Ask your doctor for scratch reversal guidelines to control this habit.

In short, an integrated approach is the smart choice when it comes to the fight against the itching and scratching related to eczema.

For more information, go to [www.avenusa.com](http://www.avenusa.com).