

Grammy Award Winner LeAnn Rimes Encourages Eczema Patients To Get 'Skin Smart' This Summer

(NAPSA)—The calendar says its summer, and that means many people have put away their overcoats and wool sweaters in favor of shorts, t-shirts and bathing suits to take advantage of warm temperatures and enjoy relaxing outdoor activities. However, for the 35 million Americans living with eczema, summer can also be a stressful time of year.

Eczema is a chronic condition characterized by recurring flare-ups of itchy, red skin. While winter and its cold temperatures are commonly associated with eczema, a survey found that eight out of 10 patients reported they continue to experience flare-ups during the summer months. Eczema can make choosing comfortable clothing difficult and may deter some sufferers from wearing skin-baring clothes, such as swimsuits, all together.

Country superstar LeAnn Rimes has suffered from eczema since she was two years old and is sharing her story to empower others to be proactive about managing their condition. She is the spokesperson for *Treat Eczema Now*, a nationwide public education initiative developed by Novartis Pharmaceuticals Corporation aimed at helping patients have a more effective dialogue with their doctor.

"As a life-long eczema sufferer, summer used to be a very difficult

For more information about eczema and tips for managing it during the summer, visit www.TreatEczemaNow.com or call **1-877-MY-ECZEMA** to request free information.



time of year for me. I would often stay home from the beach or pool on hot afternoons because I was embarrassed to be seen wearing a bathing suit and exposing my red, itchy skin," said LeAnn. "I've worked closely with my doctor to find the right treatment and today, my eczema is under control. I want to let others battling eczema know that they are not alone and that help is available."

Results from a recent multinational survey called the International Study of Life with Atopic Eczema (or ISOLATE) show that even when symptom free a majority of eczema patients and caregivers in the United States (U.S.) (51% of patients and 63% of caregivers) reported living in a state of constant concern over when they might experience their next eczema flare-up. Seventy-five percent of eczema patients and caregivers lack confidence in their ability to effectively manage their disease when it does flare-up. In

fact, eight in 10 patients surveyed in the U.S. felt that effective eczema control would represent the single most important improvement in their quality of life.

While there is no cure for eczema, it is important to take care of dry skin and watch for the first signs or symptoms of a flare-up (tingle, itch, spot of redness, bump). Heat, humidity, sweat, chlorine from pools and allergens can all trigger eczema flare-ups during the summer. Moisturizing daily—or more often as necessary—will help keep skin hydrated. There are also prescription and over-the-counter treatment options available to help control eczema.

For more information about eczema and tips for managing it during the summer, patients and caregivers can visit www.TreatEczemaNow.com. The Web site features a downloadable version of *The Eczema Survival Guide*, a comprehensive report developed by the National Eczema Association for Science and Education (NEASE) in conjunction with Novartis Pharmaceuticals Corporation. The guide includes information about eczema and the latest insights on treatment, as well as patient perspectives on the impact of the disease.

Patients and caregivers can also call 1-877-MY-ECZEMA to request free information.