

LA ROCHE-POSAY  
LABORATOIRE DERMATOLOGIQUE



WHAT'S  
GOING ON IN  
**ATOPIC  
DERMATITIS?**

# YOU HAVE ATOPIC DERMATITIS?



1

Your skin does not function normally and loses moisture very quickly: **YOUR SKIN BECOMES RED, SCALY, ITCHY, FLAKY AND BREAKS.**



2

Symptoms tend to **FLARE UP AT TIMES**, and improve at other times.



3

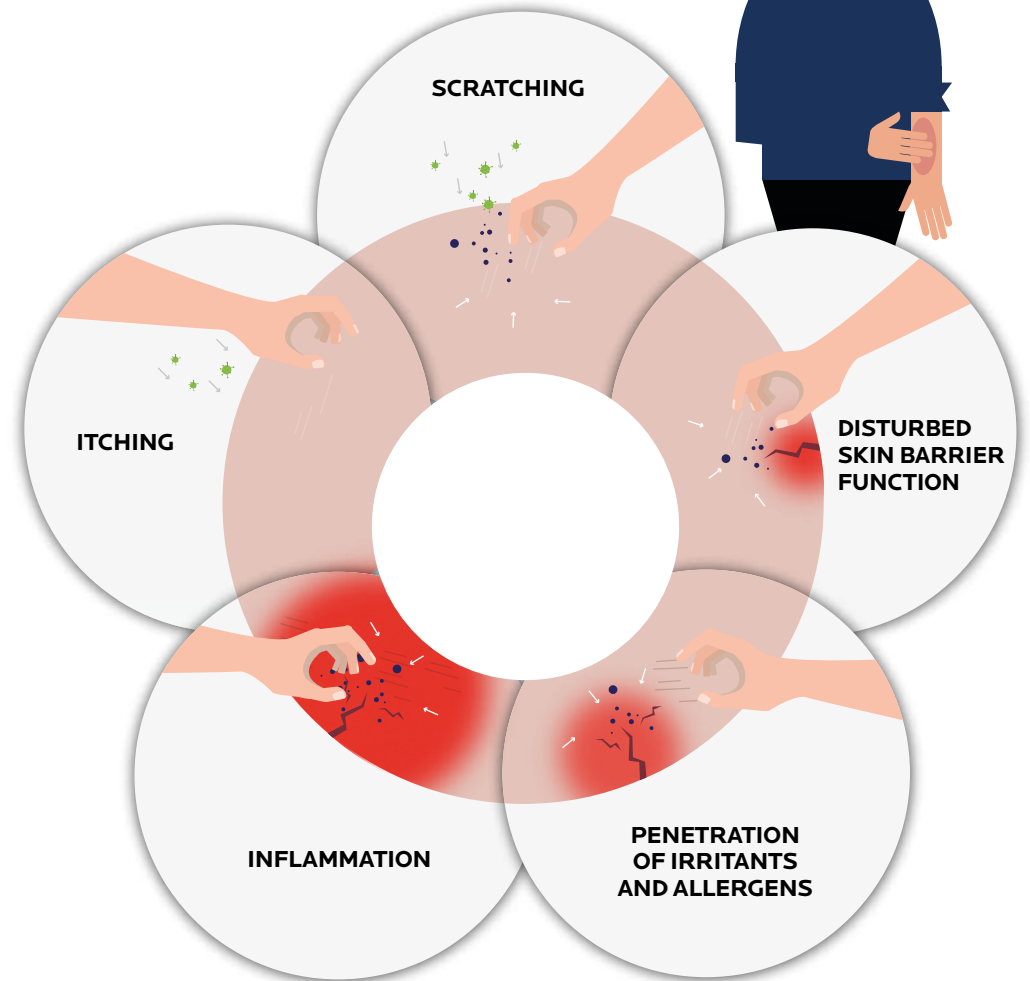
Symptoms can be triggered and increased by different factors, including **TEMPERATURE, IRRITANTS IN HOUSEHOLD PRODUCTS AND COSMETICS, CLOTHING MADE FROM CERTAIN FABRICS LIKE WOOL...**



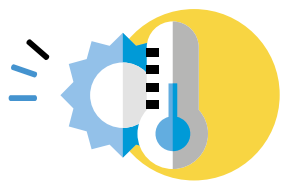
4

Atopic dermatitis can be managed with **MEDICATIONS, MOISTURIZING AND AVOIDING SOME SPECIFIC SUBSTANCES AND BEHAVIORS THAT AGGRAVATE SYMPTOMS.**

# ATOPIC DERMATITIS VICIOUS CIRCLE



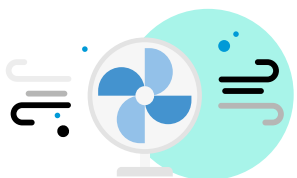
# TIPS FOR A BETTER QUALITY OF LIFE



## HOT & DRY

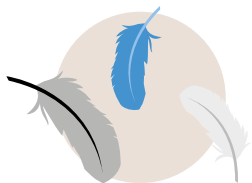
Keep temperature and humidity levels comfortable.

Overheat & sweat are the most common triggers of the itch/scratch cycle.



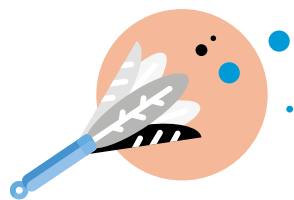
## PURE & FRESH

Prefer smoke-free environments. Air your room thoroughly everyday.



## FUR & FEATHERS

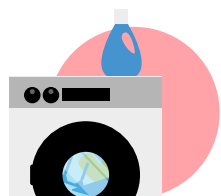
Stay away from furry or feathered pets. Avoid carpets, and pillows or duvets containing feathers.



## DUST & DAMP

Keep your home free from damp and mould.

Wash soft furnishings regularly. Vacuum frequently to get rid of house dust mites.



## CLOTHES AND WASHING

Do not wear itchy fabrics (wool, synthetic textiles) prefer cotton clothing to help prevent skin irritation. Use a detergent free of dyes and fragrance.

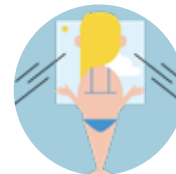
Use enough water for adequate rinsing. Avoid scented fabric softener or dryer sheets.

# TIPS FOR A BETTER QUALITY OF SLEEP



## ADJUST YOUR THERMOSTAT:

There's no universal temperature that's best for everyone: find the one that's the most comfortable for you while you sleep.



## USE A HUMIDIFIER:

A humidifier can add moisture to the air, which is critical in dry environments and during winter when the ambient humidity is lower.



## CHOOSE APPROPRIATE SLEEPWEAR:

Don't wear anything made of fabric that's too rough, scratchy, or tight: go for airy, loose, and breathable fabrics that absorb moisture.



## TRIM NAILS SHORT:

It will help to prevent from scratching the affected skin. Wear soft cotton gloves at night to cover your fingernails and cut down the incidence of itching.



## APPLY MOISTURIZER BEFORE BED:

If you go to sleep with dry skin, you're likely to wake up several times because of it. About 30 minutes to an hour before you go to bed, apply generous amount of emollient to the affected areas.



## IN BED:

Soft linens made of breathable fabrics are the best bet for people with eczema who wish to sleep better at night. Protect your pillows and mattress with dust mite covers: they can reduce itchiness while you sleep.

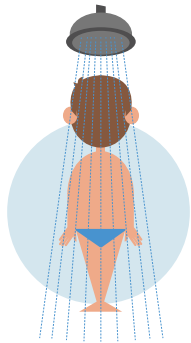
# ADAPTED CLEANSERS AND ARE YOUR ESSENTIAL DAILY COMPANIONS

Sticking to a **good and consistent routine** to maintain your skin cleaned and moisturized

# EMOLLIENTS

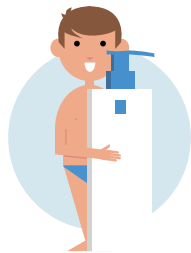
can really help you to keep your eczema under control.

## YOUR CLEANSING ROUTINE



### PREFER SHOWERS OVER BATHS

Use lukewarm to warmish water. (32-34°C), avoid hot water as this may irritate the skin.



### USE A GENTLE CLEANSER

adapted to your skin.



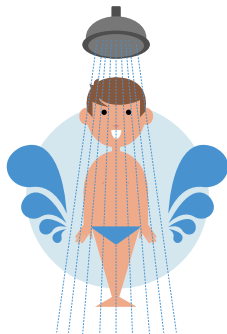
### LATHERING UP SHOULD BE DONE WITH HANDS ONLY

Apply gently without rubbing.



### SCRUBBING

Avoid using washcloth, brushes as they may irritate your skin.



### RINSE-OFF THOROUGHLY

to be sure to remove residue



### BE GENTLE WITH YOUR SKIN

Pat your skin dry using a soft towel. Avoid rubbing your skin.

## YOUR MOISTURIZING ROUTINE



### 1 CLEAN HANDS OR HANDS-OFF!

Always wash your hands before applying your emollient.



### 2 WARM IT UP!

Rub your emollient in your hands to warm it up, it will penetrate more effectively.



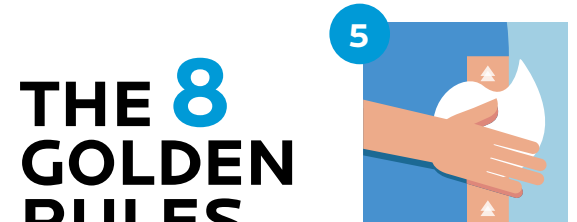
### 3 FACE FIRST

Apply on your cheeks, your nose and forehead. Don't forget to apply on your eyelids and behind the ears.



### 4 NECK AND CHIN

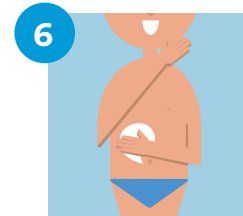
Raise your neck and apply your emollient upwards from the bottom. Then put your head down to apply it behind your neck.



### 5 ARMS

Move upwards from the tip of your hand to your shoulder. Do it twice to cover the inside and the outside of your arms.

## THE 8 GOLDEN RULES



### 6 BELLY

Make large circles on your belly then put one arm in the air and use the other to apply your emollient on your sides.



### 7 LEGS

Move upwards from the tip of your toes to your knees and thighs. Do it twice to cover the inside and the outside of your legs.



### 8 BACK LAST

Ask a family member to give you a little well-deserved massage!

# LA ROCHE-POSAY

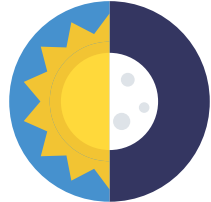
LABORATOIRE DERMATOLOGIQUE



**UNDERSTAND BETTER**  
SIGNS & SYMPTOMS



**FEEL BETTER**  
CLEAN & CARE



**LIVE BETTER**  
DAY & NIGHT

ANY OTHER  
QUESTIONS?  
**REFER  
TO YOUR  
DOCTOR.**

