

Eczema - Causes	
<p>1. My name is _____. I represent the Dermatology Department here at Kaiser Permanente. In this video we are going to talk about eczema, also known as atopic dermatitis; and how we can treat it. Eczema is a very common skin condition. It affects about 10% of all infants and children. The cause is not known, but it tends to run in families. A variety of factors can aggravate the condition. Eczema can be treated but not cured. It usually goes away before adolescence, often before kindergarten. It may, however, last many years, and the treatment may change from time to time. Therapy is aimed at avoiding flare-ups, relieving itching, and treating skin infection.</p>	<p>On camera spokesperson</p> <p>Shots of children and families</p> <p>Shots of eczema on skin</p>
<p>2. There are many causes of skin problems. Heredity is one factor. If there is a background of eczema, asthma or hay fever in your family or if you suffer from any of these conditions, your skin is more prone to develop eczema. The rash is oozy, itchy and sometimes crusty. In children the rash is usually on the cheeks, neck, chest, elbows and knees. In adults it tends to be drier and often appears in the creases of the arms and knees, the neck, or face. But it can be anywhere on the body.</p>	<p>Use photos of families from the Brand site showing different generations</p> <p>Show pictures of infant with eczema.</p>
<p>3. What things cause eczema to flare up? Trigger factors vary from person to person, but there are a couple of things that seem to bother almost every child with eczema: dry skin and irritants. First of all dry skin. People with eczema have a defect in their skin preventing it from staying moist. It is especially bad in the wintertime when the heat is on and the humidity drops.</p>	<p>Billboard bullet points * dry skin</p> <p>Winter shot</p> <p>Someone showering (just show soaping up the arms)</p>
<p>4. Irritants can also cause flare ups.</p>	<p>Billboard second bullet point</p>

<p>Anything that causes redness, dryness or itching is considered an irritant. Avoid wool clothing, cotton fabrics are best. Avoid harsh chemicals, soaps, bubble baths and activities that cause excessive sweating. Don't overheat your rooms, especially the bedroom.</p>	<p>**irritants Flare up of eczema Put a wool sweater on the child Child in bubble bath Exercising, running hard Hot bedroom</p>
<p>5. Parents often ask us if food allergies cause eczema. Food allergies CAN aggravate eczema in infants and young children. The most common foods in this population include milk, egg, wheat, soy, nuts/peanuts and seafood.</p> <p>6. Skin testing or blood allergy tests (RAST) can help determine which foods you may need to eliminate in your child's diet.</p> <p>7. Skin testing also identifies pet dander allergies which may also aggravate eczema.</p> <p>8. Occasionally Patch testing may be done to identify chemicals in common lotions, creams that may aggravate skin. These are rarely done in children.</p>	<p>On camera narrator</p> <p>Show someone drinking milk or eating peanuts</p> <p>Mother w/child talking to doctor</p>
<p>9. Other exacerbating factors for eczema can be infections. 90% of patients have lingering staph and 30% develop active infections. Topical antibiotic ointments or sometimes oral antibiotics may be needed to clear infections.</p> <p>10. We often recommend bleach baths using ~1/4 cup of household bleach in 4 to 5 inches of water, once or twice weekly to decrease the amount of bacteria on the skin.</p>	<p>Adult eczema flare up</p> <p>Show someone stressed out</p> <p>Skin patch test Skin prick test</p>
<p>11. Eczema is a chronic condition. It will improve and worsen alternately. Since there are</p>	<p>More flare ups</p>

<p>many factors and conditions that contribute to eczema, there is no one thing that will make it go away. The treatment involves a multi-faceted approach.</p> <p>12. Any chronic condition can cause stress in the patient and their family.</p> <p>One of the complications of chronic eczema can be scarring, thickened skin and skin pigment changes. This can be a source of stress and anxiety in the older children. The good news is that the severity often decreases with increasing age.</p> <p>Good skin care helps control rash and itching, but doesn't cure it. There will still be outbreaks from time to time.</p>	<p>Show damage from chronic eczema</p> <p>On camera narrator</p>
<p>13 . Now that you know a little bit about eczema and what causes it, let's discuss our treatment options.</p>	
<p>14. The first line of treatment is moisturizing. The method recommended is called "soak and seal". When you bathe your child, let him/her soak for 15-20 minutes, applying wet washcloths or hand towels to the arms, trunk, or neck, to hydrate and soften the skin wherever there is eczema. Use a mild cleanser such as Cetaphil Gentle Cleanser, Dove, Oil of Olay, Aveeno, Netrogena or Basis.</p> <p>Never use a wash cloth to rub the skin as this can cause irritation.</p> <p>Do not use any bubble bath</p>	<p>Soak in tub, pat skin dry and apply moisturizer</p> <p>Show products</p>
<p>Do not use soap or cleanser as they strip the natural oils from the skin and make it dry. Shampoo your child's hair at the end of a bath so that he/she is not sitting in soapy water.</p>	<p>Shampoo hair</p>
<p>14. After soaking, gently PAT the skin dry (do not rub) and immediately apply medicine ointments to the reddened</p>	<p>Pat the skin dry</p>

<p>areas, then a moisturizing cream to the rest of the body.</p>	<p>Apply cream</p>
<p>15. Controlling the itch is extremely important because scratching irritates the skin even more. Breaking the itch-scratch cycle helps prevent flare ups and further skin damage. You may give anti-itch medications such as Claritin or Zyrtec once a day by mouth. These both come in liquid forms for the infants and young children. 16. An antihistamine such as Benadryl taken at bedtime will reduce itching. Claritin and Zyrtec both last 24 hours and generally do not cause drowsiness. One example is Protopic . Which is not a steroid.</p>	<p>On camera spokesperson.</p> <p>Show products</p>
<p>18. For severe outbreaks, we do a wet-to-dry dressing. Wearing wet pajamas next to the skin helps control itching. You may need to do this for several days or even weeks until the rash improves.</p> <p>19. To make your own wet-to-dry dressing, get 2 pairs of long-sleeve, long-leg cotton knit pajamas. Soak one pair in water, and then wring them out until they are just moist. Apply your steroid ointment to the red inflamed areas and moisturizer to the rest of the body.</p> <p>20. Next, put on the wet PJ's and then put the dry pair on top of the wet ones. You can also make a wet-dry dressing for your hands or feet by following the same process with cotton tube socks. At first you may be uncomfortable, but you'll get used to it after a few nights.</p>	<p>Show process of wet dry dressing on child</p>

<p>21. We'd like to leave you with a few helpful hints. Try using a room humidifier, especially in the winter. Clean the humidifier frequently since it can grow mold inside which may make symptoms worse. Some people are sensitive to laundry detergents and fabric softeners. Try using Dreft, Tide or Cheer Free. Double rinsing clothing and linens helps remove any residual detergent that can irritate skin.</p> <p>22. Avoid skin care products that contain perfumes. Wear all-cotton clothing and remove tags. Wash new clothing before wearing to avoid chemicals. Keep cats and dogs out of your child's bed and bedroom, and off the furniture. Pet dander can be irritating as well as a significant allergen to children with eczema.</p>	<p>On camera spokesperson.</p> <p>Show humidifier</p> <p>Show products</p> <p>Wash clothes</p> <p>Kick cat off the bed or couch</p>
<p>23. Thank you for watching this video. We hope that this information will help you take good care of your eczema and that in time your skin will be clear and smooth. If you have questions, please contact your care team and they will be happy to answer any questions you have.</p>	<p>On camera spokesperson</p>