



**organic
babies**

by **GREEN PEOPLE**



coping with eczema and dry skin conditions in babies

a guide for parents

with **Dr Nicola Clayton**
MB ChB BSc MRCP(UK)
Consultant Dermatologist





foreword from **Charlotte Vøhtz** Green People Founder

“Becoming a new parent is a magical time, but it can also be incredibly overwhelming and particularly upsetting if your baby suffers with a dry skin condition such as eczema.”

“It’s been over 20 years since I began my adventure into the world of organic skin care, yet I remember the early days so clearly. My journey started when my two-year-old daughter, Alexandra, was suffering with skin allergies and eczema and reacted to everything. It was the lack of natural, gentle and effective products for babies that motivated me start Green People, to provide an answer for Alexandra but also to help other parents who were living with the daily stress and upset of a baby with a skin condition.”

“I am delighted to have collaborated with dermatologist Dr Nicola Clayton to bring you this special eczema advice booklet. I hope it will make your journey as a parent of a baby with a skin condition a little easier to navigate.”



Dr Nicola Clayton MB ChB BSc MRCP(UK) (Dermatology)

Dr Nicola Clayton trained at The University of Bristol Medical School where she gained degrees in Bioethics, Medicine and Surgery.

Now a Consultant for Chelsea & Westminster Hospital NHS Foundation Trust, Dr Nicola Clayton treats adults and children with a variety of general dermatological conditions including eczema and psoriasis.

Dr Nicola Clayton is a member of The Royal College of Physicians and The British Association of Dermatologists.

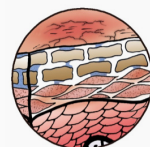
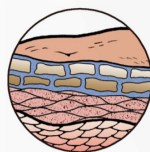
“It’s been a pleasure to work with Green People on this booklet. I hope you find it useful and it brings some comfort during what can be a worrying and challenging time.”

Dr Nicola Clayton

what is eczema?

Eczema is an inflammatory skin condition characterised by itchy, red rashes. The most common form of eczema is atopic dermatitis. Eczema can affect any part of the skin and the severity of symptoms can vary.

Eczema occurs when the skin barrier, which usually keeps skin healthy and protected, is compromised. If you imagine the skin barrier as a brick wall, a child with eczema has faulty mortar between the bricks. This reduced barrier function weakens skin and will allow irritants to penetrate through.



what does eczema look like?

Eczema is most likely to appear in the first six months to five years of a child's life.



Infants
0-6 months

In younger babies, eczema usually appears on the cheeks, chin, forehead and scalp.



baby
6-12 months

In older babies, eczema often appears on elbows and knees.



toddlers
1-5 years

In toddlers, eczema is likely to appear in elbow and knee creases, on wrists, ankles and hands and around the mouth.

what are the symptoms?

Itching is the most significant symptom of eczema, resulting in a vicious cycle of scratching and raw skin. Once the skin is broken it is vulnerable to infection, and it may weep, crust or even blister. If eczema is inadequately treated, affected skin may become thickened and discoloured.

eczema triggers

Eczema is likely to be a result of a combination of genetic and environmental factors. The impaired skin barrier means that irritants and allergens in everyday life can easily cause flare-ups.



By avoiding these irritants, you can promote the conditions needed for a healthy skin barrier. Along with allergies to food, pet dander and dust mites, skin care products are one of the most common triggers for eczema.

Always avoid

- ⊗ **SLS (sodium lauryl sulfate)**, a cheap foaming agent often found in washes and bubble baths, strips the skin of natural oils.
- ⊗ **Petrochemicals like mineral oil and silicones**, found in many baby products, prevent the skin from breathing.
- ⊗ **Alcohol (ethyl alcohol/ethanol)**, a common ingredient in many skin care products, dissolves protective skin oils.
- ⊗ **Synthetic perfume** is a common cause of skin sensitivity and allergic reactions.
- ⊗ **Synthetic colourants** and certain preservatives such as methylparaben or butylparaben can cause skin irritation.

tips and advice for parents from Dr Clayton

The good news is your baby's dry skin or eczema can be successfully managed and controlled at home.* Here is some advice on what to do to help relieve your baby's symptoms.

Bath time tips

Bath time routine

It's not always necessary to bathe baby every day. Keep bath times short - around five to 10 minutes.

Keep the bath cool

Aim for a temperature of 35-36°C, cooler than the usual recommended temperature for infants.

Protect skin from dryness in the bath

Pouring a capful of bath oil such as Organic Babies Nurturing Baby oil into the water and using a suitable moisturiser such as Organic Babies Softening Baby Lotion directly onto your baby's skin in place of a wash will help keep the skin nourished. Be sure to give the bath a good rinse out afterwards to avoid any slipping hazards.

Consider softening your water

If you are in a hard water area, installing a water softener may help.

Avoid SLS or perfume

Check the ingredients before purchasing skin care products. Aqueous cream is not recommended as a leave-on moisturiser as it can cause burning, stinging, itching and redness in babies and children with eczema.



Lifestyle advice

Moisturise all over

Dry baby thoroughly, especially in skin creases such as the groin, taking care not to drag the skin. Then apply a suitable moisturiser all over the body, not just on affected areas. Repeat several times a day.

Avoid wet wipes

Use cotton wool and water to cleanse the nappy area, then apply a nappy rash cream suitable for children with skin conditions, such as Organic Babies Calming Nappy Cream.

Avoid biological detergent

Avoid using enzyme-based washing powders and liquids as these can aggravate eczema.

Choose cotton clothing

Avoid wool and synthetic fabrics. At night choose cotton pyjamas and use cotton mitts to prevent baby from scratching.

Keep bedrooms cool

Dress baby appropriately but keep bedrooms at around 19°C to prevent skin from drying out.

Consider using a humidifier

Adding moisture to the air will help to combat dry skin.

*if infection occurs contact your GP

eczema

will my baby grow out of it?

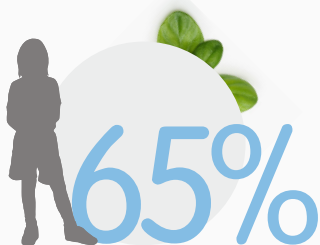
Unfortunately, there is no cure for eczema. However, 65% of children suffering with eczema will be free of it by the time they are seven years old and 74% by the time they reach 16. Although many will still have sensitive skin, only a few will go on to have the condition in adult life and require medical treatment.

If properly controlled in childhood, eczema can be cleared or well controlled, with minimal need for ongoing treatment.



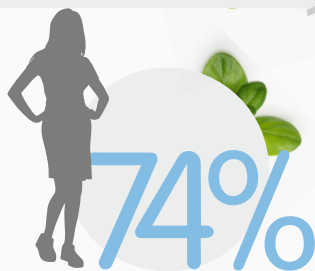
Never think you're alone. **Eczema affects 1 in 5 children**

National Eczema Society - <http://www.eczema.org>



of children will be free of eczema by the time they are **7 years old***

*<http://www.eczema.org>



of children will be free of eczema by the time they reach **16 years of age***

*<http://www.eczema.org>

the importance of **protecting** and **strengthening** the skin barrier

You can promote good skin health by choosing products that support your child's skin barrier. Many brands contain irritating chemicals so it is important to select truly nourishing, natural skin care which repairs sore areas and restores the skin's in-built defences.

Organic Babies creates products that contain naturally healing plants such as:



Aloe Vera

naturally moisturising to help reduce inflammation and speed up healing.



Chamomile

naturally anti-inflammatory to help soothe sore, irritated and itchy skin.



Calendula

naturally soothing to assist wound healing, treat eczema and calm inflamed skin.



Lavender

naturally antiseptic to soothe inflammation, eczema and psoriasis.



Shea Butter

naturally protective with healing properties for sore, dry skin.



Soothing Baby Salve

Apply to red, sore areas as frequently as required to soothe away irritation and itchiness.

Softening Baby Lotion

Cleanse sore skin and nappy area during flare-ups. Gently wipe off excess and follow with Soothing Baby Salve.

Nurturing Baby Oil

Add a few drops to bathwater or massage into skin to calm, balance and restore skin from head to toe.



Eczema-friendly skin care from Organic Babies by Green People

Organic Babies products are carefully created using only ethically sourced, natural ingredients that are gentle on delicate skin.

This award-winning, eczema-friendly range has been developed with sensitive skin in mind, using soothing Aloe Vera and Calendula, and nourishing, protective Shea butter. Certified organic, the Organic Babies range is free from chemical nasties, gentle on delicate skin and is recommended by midwives.

Available from www.greenpeople.co.uk/baby



“ After trying prescribed hydrocortisone creams and antibiotics to treat my son’s eczema, I decided to try Organic Babies Soothing Baby Salve. Here is a before photo (he has been worse) and a photo taken after three days of use twice daily. I’ve even stolen some for myself!

Kelly Y (Mum of Baby Jay)


Useful support services


National Eczema Society - <https://www.eczema.org>
 Eczema Scotland - <https://www.eczemascotland.org>
 Eczema Outreach Support - <https://www.eos.org.uk>
 British Association of Dermatologists - <https://www.bad.org.uk>

www.greenpeople.co.uk

10% of net profit donated to charity.
 Available at Ocado and independent health food shops.
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