

GUIDE FOR "BABY'S SKIN AFFECTED BY ECZEMA"



WHAT IS ECZEMA?

Eczema is an inherited, chronic itchy skin condition that usually appears in early childhood. Some children have very mild eczema and others have severe eczema (known as atopic dermatitis).

WHAT DOES IT LOOK LIKE?

Patches of skin become red, dry, scaly and itchy and may weep. Sometimes blisters will appear and weep and become infected. In young babies, eczema is most prominent on the cheeks, forehead, and scalp.

WHAT CAUSES IT?

Eczema is caused by a person's inability to repair damage to the skin barrier due to a mutation in the gene called filaggrin. Filaggrin is important for formation of the skin barrier, and those susceptible to eczema have only one copy of this gene, instead of two



WHAT CAN I DO TO HELP MY BABY'S SKIN?

In Babies with eczema the skin barrier does not work as well. The skin has **less water retaining properties**, and **moisture is easily lost from the skin** causing it to dry out easily. Approximately 1 in 5 babies may have Eczema and 1 in 3 may have dry skin. To help babies skin it is important to hydrate and protect the skin and to treat the inflammation and any infection if these have occurred. Your doctor's advice may be required. Always consult your health care professional.

WHAT ARE YOU LOOKING FOR?

Based on the Grahams story, we recognize that having a baby with Eczema (as was the case with our son Ryan) is very distressing and is a very stressful event. We understand that you are looking for a solution that gives Effective relief, yet safe for Baby and provides an ongoing regime of treatment and care.

GRAHAMS THERAPEUTIC SKIN CARE REGIME IS YOUR TRUSTED SOLUTION TO GIVE NATURAL RELIEF, SOOTHE AND PROTECT YOUR BABY'S DELICATE SKIN



The Eczema Body & Bath Oil is a **clinically proven formula** that contains absolutely no water so this provides an effective barrier on the skin and offers essential hydration for their delicate skin!

Grahams Baby Eczema cream is a **clinically proven formula** with a unique blend of natural and effective ingredients to provide relief for your baby's eczema prone skin. Enriched with natural ingredients that are clinically proven such as Colloidal Oatmeal, Jojoba Oil, Shea Butter and Coco Butter which is used to relieve minor skin irritations and itching due to eczema.

Designed specifically for babies and young children, our Eczema Cream:

Relieves symptoms of redness, itching and dryness

Calms and soothes irritated skin, such as mild rashes and mild flare-ups

WE ALWAYS SUGGEST USING THE ECZEMA CREAM IN CONJUNCTION WITH THE ECZEMA OIL AS YOU GET MUCH BETTER RESULTS.



BODY & BATH OIL "SOAKS INTO THE SKIN"

We recommend using the Eczema Body & Bath daily either in a bath or just directly applied topically to skin. This will help to hydrate the skin and act as barrier to protect the skin. As the Eczema Body & Bath Oil is 100% oils and contains no water, the oils penetrate deep into the skin.

We suggest to Bath in the Oil for 10-15 minutes in tepid water. Soaking the skin is beneficial for opening the pores and allowing the oil to penetrate deeper into the skin.

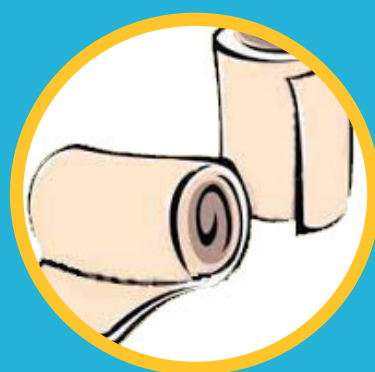
Once out of the bath do not rub the oil off but pat the skin dry and massage the excess oil back into the skin. You may be required to use more oil if your skin requires more hydration.

You may also want to apply before or after a shower to hydrate and protect the skin.

Throughout the day use the oil topically by pouring the oil into the palm of your hand and massaging onto the skin where required.

WRAPPING THE SKIN

Another trick that has worked for many sufferers to is wrap the skin at night. We suggest to bath in the Oil then apply the Baby Eczema Cream, after which you wrap the affected area (e.g. ankle/foot) in glad wrap. Secure the glad wrap with a first aid (crepe) bandage. This will allow the skin to heal during the night plus will stop the urge to itch as the area is protected and covered. We do not recommend wet wrapping as water can be irritating on the skin and the wet bandage dries out quickly and can stick to the skin. Removal can be painful. Using the glad wrap alleviates these issues as it does not stick to the skin and is easily removed.





BELOW IS OUR 3-STEP PROCESS AND HOW THE BABY ECZEMA CREAM AIDS IN THE REPAIR OF THE SKIN

1. ANTI-INFLAMMATORY -

Calms and reduces inflammation with powerful anti-inflammatory herbs.

2. ANTIBACTERIAL -

Naturally active Colloidal Oatmeal helps to control bacteria on the skin.

3. HYDRATION -

Moisturising ingredients to hydrate dry and irritated skin for up to 6 hours.



BEFORE



AFTER

We get asked if this regime is only for babies. Well the answer is no, it is for 0+ months so even your toddler or tween can use the cream and oil combination.

