

# BABY ECZEMA

## Resource Bundle





SCIENTIFICALLY  
FORMULATED



NATURALLY  
FORMULATED



EFFECTIVE  
RELIEF



AUSTRALIAN  
MADE



CRUELTY  
FREE



RECYCLABLE  
PACKAGING

## PLEASE NOTE:

The primary purpose of this guide is to provide information regarding the skin condition eczema and not to provide medical advice or assistance. Content from this article has been sourced from reputable sources including National Eczema Association, The Eczema Association of Australasia Inc and Australian Society of Clinical Immunology and Allergy. Links to these pages will be available throughout the article to benefit the user and do not constitute medical advice or treatment recommendations.

# CONTENTS

<b>UNDERSTANDING BABY ECZEMA</b>	<b>3</b>
Possible Cause	
Symptoms	
Breastfeeding Mums	
<b>MANAGING BABY ECZEMA</b>	<b>4</b>
Symptoms	
Common Types of Eczema	
<b>HOW ECZEMA AGES</b>	<b>5</b>
Treating Aging Eczema	
<b>PREGNANCY ECZEMA</b>	<b>6</b>
Symptoms	
Tips for Managing Pregnancy Eczema	
<b>THE PSYCHOLOGICAL EFFECT OF ECZEMA ON CHILDREN</b>	<b>7</b>
<b>PERSONAL STORY</b>	<b>8</b>
<b>HELPING CHILDREN DEAL WITH THEIR SKIN CONDITION</b>	<b>9</b>
<b>TRIGGER TRACKER</b>	<b>10</b>
<b>GRAHAMS NATURAL GUIDE</b>	<b>12</b>

# UNDERSTANDING

## Baby eczema

### **BABY ECZEMA IS A COMMON AND MANAGEABLE GENETIC SKIN CONDITION.**

Although there is no cure, the eczema can be treated. Learning what can cause eczema flare-ups and the treatment that is available is important for the management of the condition. When eczema is treated properly scarring can be avoided. The degree of suffering ranges with each child, some may have severe eczema while others will have a very mild case. Most children grow out of their eczema, but some people deal with eczema throughout their whole life.

### **POSSIBLE CAUSES OF BABY ECZEMA:**

While there is no exact cause, there are a range of genetic and environmental factors that can cause eczema to flare-up.

- Contact with irritating chemicals and fabrics like wool and polyester
- Low immune system after a viral or bacterial infection
- Exposure to certain foods, particularly seen in children with allergies
- Heat, especially seen at night when using bed covers
- Stress
- Diet can affect baby eczema however it is hard to pinpoint certain foods

### **SYMPTOMS**

Red, itchy, dry, and scaly skin. Blisters may appear and weep which is a sign of infection. Baby eczema is most prominent on the cheeks, scalp, and forehead but can be found in elbow creases, behind the knees and in the nappy region. Eczema changes location over time, so as a child starts to crawl eczema may appear on their lower legs.

### **BREASTFEEDING MUMS**

Red, itchy, dry, and scaly skin. Blisters may appear and weep which is a sign of infection. Baby eczema



# MANAGING

# Baby eczema



## AFTER DIAGNOSIS YOU CAN TAKE THE CORRECT STEPS TO MANAGE THE ECZEMA AND PROVIDE EFFECTIVE RELIEF FOR YOUR CHILD.

- Prevent your baby from scratching themselves by keeping their nails short and using cold compresses to relieve the itching
- Ensuring their skin is well moisturized, including after showering
- Use gentle/soft fabrics on their beds, this includes being aware of fragranced washing detergents and avoid heavy blankets
- Keeping your baby cool by dressing them in loose clothing and in the shade
- Learn the triggers to your baby's eczema so you can avoid/limit the flare-ups

We recommend using natural products to treat baby eczema as harsh chemicals can dry the skin out further. The Grahams Natural Baby Eczema Routine can help relieve symptoms naturally.

**Grahams Natural Alternatives Baby Bath and Body Oil** is clinically formulated and is designed to contain no water which provides an effective barrier on the skin and offers essential hydration for delicate skin. Using the Baby Bath and Body Oil daily applied either topically or put in the bath can help to provide relief. The second step after showering/bathing is moisturizing. Grahams Natural Baby Eczema Cream is a clinically proven formula to relieve skin irritation. Apply generously to soothe and heal the inflamed skin.



# HOW

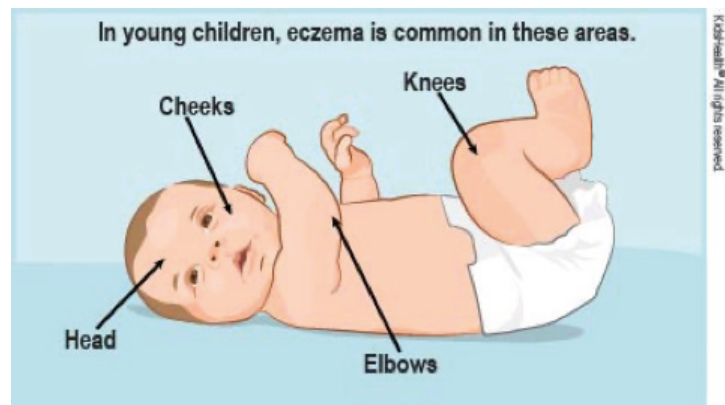
## Eczema ages

Although there is a high potential that many who suffer from eczema as a baby, can outgrow the skin condition – many adults carry it with them into adulthood.

As eczema ages the flare-ups can occur in different places. Infants younger than 1 year old suffer from eczema most commonly on their cheeks, forehead, or scalp. It may spread to the knees, elbows, and nappy area.

Older kids and teens most commonly get the rash in the bends of the elbows, behind the knees, on the neck, or on the inner wrists and ankles. Their skin is often scallier and drier than when the eczema first began. It can also be thicker, darker, or scarred from all the scratching (otherwise known as lichenification).

AGE GROUP	COMMON ECZEMA RASH LOCATIONS
BIRTH TO 2 YEARS	Face, Chest, Back of the Head
2 YEARS TO PUBERTY	Elbows, Knees, Wrists, Hand, Behind the Ears, Around the Eyes and Mouth
TEENS AND ADULTS	Elbows, Hands, Scalp, Around the Eyes, Eyelids, Nipples



## TREATING AGING ECZEMA

As we get older, our skin becomes naturally drier. This means that when an eczema rash or flare up appears, the skin will become itchy, red, and potentially infected. The general eczema treatment is a topical eczema cream and eczema oil used specifically for hydrating the skin while reducing inflammation and bacteria on or around the rash. While using an eczema cream is ideal – personal lifestyle changes could also help reduce flare ups or the severity of them. Common foods such as citrus and dairy are known to contribute to eczema while excessive exercise with sweat can be known to irritate an eczema sufferers' skin further causing a flare up. Reducing these personal lifestyle choices while using eczema treatments, will help your skin age with hydration in it – further reducing the exposure to eczema flare ups or severe eczema flare ups.



# PREGNANCY

## Eczema

## SYMPTOMS OF ECZEMA IN PREGNANT WOMEN

Pregnancy eczema symptoms can range from mild to severe, this can also change throughout the pregnancy. Symptoms appear throughout the first and second trimester. The symptoms are the same as regular eczema. Eczema in adults is most commonly found on the hands and feet, upper chest, elbow and knee creases, neck, and eyelids.

- Red, dry, itchy, and scaly skin
- Swelling and increased sensitivity in areas that are scratched frequently
- Weeping and crusting

## TIPS FOR MANAGING PREGNANCY ECZEMA

- Keep skin well moisturized so it doesn't dry out
- Avoid using products with harsh chemicals as this could further irritate your skin
- Limit time spent in water (particularly shower) and watch the heat
- Drink plenty of fluids
- Manage stress and lifestyle changes
- Wear loose clothing with non-irritable fabrics

### RESEARCH SHOWS THAT ECZEMA ACCOUNTS FOR HALF OF ALL SKIN PROBLEMS IN PREGNANT WOMEN.

Between 60 and 80% of women who develop eczema during pregnancy are experiencing the skin condition for the first time. It normal to experience skin changes in pregnancy as hormones change.

While eczema symptoms can show up for the first time in some pregnant women, those who already deal with eczema can end up having more severe symptoms than usual. This happens in more than 50% of pregnant women with pre-existing eczema, especially during the second trimester. For roughly 25% of women who have pre-existing eczema, their symptoms improve during pregnancy. Around 10% of women with pre-existing eczema have a flare-up right after pregnancy.



# THE PSYCHOLOGICAL EFFECTS OF ECZEMA ON Children

The social stigma of skin conditions is becoming increasingly more prevalent. Discrimination of skin sufferers can cause them to feel isolated, self-conscious, anxious, and severely depressed. Not just adults are feeling this way, children and teenagers are also affected which inhibit their social development.

New research by Grahams Natural Alternatives explores how adults and children are affected not just physically but psychologically when suffering with common skin conditions like eczema. 1 in 3 people suffering from skin conditions are discriminated against including being socially excluded and 7 out of 10 people with skin conditions feel self-conscious about their flare-ups.

This is even more prevalent in children, with 52% of parents who have children with skin conditions say their child is embarrassed of their skin condition. This differs with age as well; younger children are more likely to feel

self-conscious with 70% of parents with infants under 5 reporting that their child struggles with their skin condition in this way compared to 56% for 5-15 years.



The survey has also found that 1 in 10 people, including those without skin complaints, admit to excluding others from activities because of their illnesses. Over a quarter (29%) of the people surveyed who suffer themselves say that they have been prevented from going swimming and almost a quarter (23%) haven't worn lighter more exposing clothing in warmer weather because of their skin condition.

For children, the impact of eczema on their social development can be significant as it can affect their ability to

enjoy sports, swimming, excursions, birthdays and even simply socializing with peers. In turn, this can cause a ripple effect to parents as they get stressed and frustrated watching their child suffer.

**GEOFF GRAHAM LIVED THIS LIFE FROM A BABY AND WHEN HIS SON WAS BORN AND DEVELOPED THE SAME DEBILITATED ECZEMA SKIN CONDITION, GEOFF WAS DETERMINED NOT LET HIM SUFFER PHYSICALLY , THUS DEVELOPING A NATURAL TREATMENT TO TREAT RYAN'S SKIN CONDITION AND HELP LIMIT THE TIME RYAN SPENT FEELING BAD ABOUT HIS SKIN.**

Geoff knew, through experience, the physical and mental stress, that his skin condition had caused him. Because of this he did not want to create a simple moisturizing cream, but instead a total treatment product (Anti-Bacterial, Anti-inflammatory, and hydrating) that catered for all the components of a skin condition.

This meant designing a product specially suited to that specific skin condition. For example, a product for Eczema, a product for Psoriasis and a separate product for Rosacea and not just a generally derived product for all conditions lumped into one. But then to take this to the next level and get the product ingredients clinically tested, so that anyone buying a Grahams product can have the absolute confidence that the product is not only natural, but also clinically tested to work against their specific skin condition.

Geoff knew by doing this, not only would this provide the best total treatment, but provide effective relief to sufferers and hopefully a treatment solution for them, so that they would be able to enjoy and engage more in a normal and routine life. Not a band-aid, but a total solution.

This goes to the heart of why Geoff developed this range of natural products. Not only to naturally treat his son's condition and help provide him with a normal life but to try and help the huge proportion of people that suffer with skin conditions across the world.

# PERSONAL Story

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# HELPING CHILDREN DEAL WITH THEIR *Skin Condition*

**A GOOD PLACE TO START IS TO BEGIN LEARNING WHAT TRIGGERS THEIR FLARE-UPS AS THIS WILL HELP THE LONG-TERM MANAGEMENT OF THE CONDITION.** The transition to naturally formulated products is crucial as harsh chemicals can dry the skin out and cause further irritation of the skin.

Whilst the physical support is important, the emotional support you provide for your child is significant. Supporting your child emotionally can be as simple as explaining to them that eczema is not contagious and the appearance of the rash on the skin can be managed. Dealing with bullying and other social interaction limitations can be done through listening and providing solutions. Encourage and teach your child to be confident and speak up for themselves to help prevent social anxiety.

Eczema flare ups are known to be associated with stress and so helping your child relax will not only help their eczema but relieve some psychological stress as well. Keeping a consistent routine will help limit anxiety and stress on your child. Relaxation techniques help reduce the physiological effects of stress by loosening muscles, deepening breaths, and decreasing heart rate. Relaxation resources are readily available which can be beneficial such as guided breathing techniques and simple stretching videos.



# BABY Trigger tracker

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Modern life can be tough on your baby's skin. Using the following chart on the next page, you can record the condition of your baby's skin over the week and the possible triggers you may encounter.



# BABY TRIGGER TRACKER



Modern life can be tough on our skin. Using this chart, you can record the condition of your baby's skin over the week and the possible triggers your baby may encounter.

Share the completed tracker with your pharmacist/ healthcare professional to help them advise on suitable skincare for your baby. You may also like to take some pictures on your phone to help demonstrate any symptoms.

DATE: \_\_\_\_\_

DAY	BABY'S SKIN			BABY'S SKIN MANAGEMENT				POSSIBLE TRIGGERS (Please give details as indicated)							
	How dry (1-5)?*	How itchy (1-5)?*	Other noticeable symptoms?^	How did I use emollients?	Did I use emollient cleansers?	What other treatment did I use (eg. lotions)?	Weather (hot or cold)	Airbourne allergens (eg. pollen)	Was the baby stressed? (Yes/No)	Pets or animals (eg. cat/ dog)	What clothing did they wear?	Did they sweat? (Yes/No)	What soaps/ detergents did I use?	Do we live in a hard water area?	Other
1															
2															
3															
4															
5															
6															
7															

\* 1 is the least dry/itchy; 5 is the most dry/itchy.

^ Key symptoms to note: red, cracking, weeping, flaky.

This trigger tracker is not a diagnostic tool. All medical conditions must be diagnosed by a healthcare professional. Please see your healthcare professional if needed.

# GRAHAMS NATURAL GUIDE

## Baby eczema

LEARN HOW TO EFFECTIVELY USE GRAHAMS  
NATURAL PRODUCT FOR YOUR BABY'S ECZEMA





# 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.

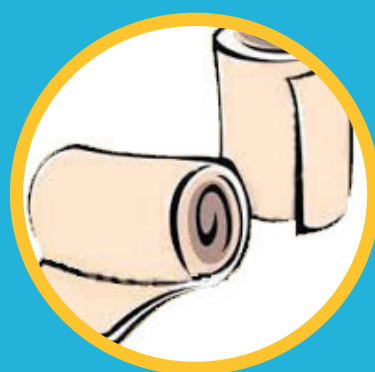
Once out of the bath do not rub the oil off but pat the skin dry and massage the excess oil back into the skin. You may be required to use more oil if your skin requires more hydration.

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.







 **Grahams**  
natural alternatives

For more information visit  
<https://www.grahamsnatural.com.au>

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