

Pommade Divine's guide to

# eczema



## What is eczema?

Eczema (also known as atopic dermatitis) is a common inflammatory skin condition that causes the skin to become itchy, red, rough, dry and cracked, and can be very uncomfortable. The itching can lead sufferers to scratch the skin, further damaging the fragile skin barrier and making the symptoms worse.

Eczema is very common in children (around 20%) but can last a lifetime or even develop in adults. Like other types of skin conditions, people with eczema have what is called “flare-ups”. Often, people who experience eczema also suffer from hay fever and/or asthma.

# How can Pommade Divine Nature's Remedy Balm help?

For over 300 years, the natural antiseptic and anti-inflammatory properties found in benzoin, clove, cinnamon and nutmeg have helped **protect, soothe** and **comfort** severely dry and eczema prone skin. Today, our intensive, rich blend of natural oils and butters has been expertly formulated to improve the symptoms of eczema, such as redness, itching, discomfort and dryness.

Our natural, nourishing formula immediately provides protection to irritated and dry skin, instantly relieving tightness and discomfort. With regular use, Pommade Divine Nature's Remedy Balm improves skin's appearance by reducing roughness, dry patches and redness, and helps prevent the likelihood of scarring. Our combination of lanolin and shea butter are ideal for sensitive or easily irritated skin because of the natural moisture and emollient properties found in these ingredients.



Lanolin works as an excellent moisturizer, it creates a protective film over the skin, allowing it to function and breathe naturally while emulsifying water on the skin and holding it there.



Shea butter - rich in anti-oxidants such as vitamin E and anti-inflammatory agents such as vitamin A - targets the underlying pathological processes that create eczema, and remediates the unpleasant and unsightly surface results of this skin disease.

## Eczema triggers

Eczema, if not hereditary, can flare up when the skin comes into contact with irritating substances or allergic triggers. These can include traditional soaps and laundry detergents, dust mites, pet hair or dander, food and plants, perfume, certain fabrics, or even water. Stress, tiredness and illness can also trigger eczema, as well as extreme temperature conditions and central heating that makes indoor air dry. On babies, saliva can cause irritation on the face.

Pommade Divine Nature's Remedy Balm is free from irritating chemicals, parabens, mineral oils, petroleum, phenoxyethanol, synthetic fragrances & dyes and is suitable for sensitive skin, even on young children and babies.





## Daily recommended skincare routine in 6 steps

Daily skin care is essential to controlling eczema. When your skin is dry, it is not because it lacks grease or oil, but because it fails to retain water. Here are our tips on a good daily skin care regimen that focuses on the basics of bathing and moisturizing.

- 1** Keep showers short and make sure the water is lukewarm but not hot
- 2** When taking a bath, avoid shower gels and drying soaps. Instead opt for fragrance-free, dye-free and low-PH emollient bath oils, as they will help to soften the water and prevent dry skin. Alternatively, a cup of salt, baking soda or oatmeal added to the bath can also relieve the itching
- 3** Avoid scrubbing your body skin while showering
- 4** After washing, do not rub and do not completely dry your skin - gently pat your skin dry with a soft towel
- 5** Moisturize affected areas of your face and body with Pommade Divine Nature's Remedy Balm within 3 minutes after bathing, when the skin is still slightly damp, as the balm will seal in the moisture
- 6** Maintain skin hydration throughout the day applying Pommade Divine Nature's Remedy Balm as often as necessary and gently massaging it into the skin

# Recommendations for managing eczema day-to-day

Where possible, we advise you to try the following:

- Avoid exposing skin to extremes in temperature
- Avoid wearing tight-fitting, rough fabrics that can irritate the skin, such as synthetic fibres and wool, prefer cotton or soft fabrics
- Avoid direct contact with any household cleaning agents – use gloves
- Avoid strenuous exercise during a flare-up as anything that causes sweating can irritate the rash
- Make sure to drink 1.5L of mineral water every day as water is a natural healer for your skin
- Consider the effects of food allergies. It may be helpful to keep a food diary so that you can work out which foods might trigger a flare-up
- Keep fingernails short and wear gloves at night to minimize skin damage from scratching
- Avoid mental stress and make sure to get adequate sleep. Occasionally massage Pommade Divine Nature's Remedy Balm into temples, chest and/or other pulse before going to bed
- Try meditation. Sit down for 10 minutes a day and meditate

*Want to know more?*

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