



bee eczema educated!

Monday, 7 September 2009

## Media release

# New Eczema Guide for Pharmacists

### It's Eczema Awareness Week - September 7 to 13

During this week, The Eczema Association launches a **NEW Eczema Guide for Pharmacists** as well as a NEW LOOK WEBSITE - [www.eczema.org.au](http://www.eczema.org.au).

Eczema is an inflammatory skin condition, and it is estimated that 1 in 3 children will suffer the condition and its prevalence is increasing in developed countries.

Although eczema is not considered a serious or life threatening disease, it can severely impact on the quality of life of both the patient and their family.



A recent study showed that 'atopic dermatitis from a parental perspective may have greater impact on health related quality of life than asthma, diabetes, enuresis, and cystic fibrosis'.

**Ref:** Beattie, P. E. and Lewis-Jones, M.S. A comparative study of impairment of quality of life in children with skin disease and children with other chronic childhood diseases. *Br. J. Dermatol.* 155, 145-151 (2006)

During **Eczema Awareness Week**, the Eczema Association is encouraging the public to '**Ask their pharmacist**' about dry itchy skin, and to get advice on how to manage eczema, minimise flares and overcome the 'scratch-itch-scratch cycle'.

**'The Eczema Management Guide - The Role of the Pharmacist'** is a new resource, and a first of its kind for Australia, developed for the Eczema Association by Pharmacist Tina Aspres and Dermatologist Dr Phillip Artemi at Dermal Research Laboratories.



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**The guide is to help pharmacists help patients using the five R's in the guide:**

- **RECOGNISE** the condition and treat eczema promptly
- **REMOVE** triggers once they have been identified or help minimise exposure to them
- **RESTORE** the damaged skin barrier with the use of moisturisers
- **REGULATE** eczema by helping implement the correct management plan by incorporating therapeutic and general skin care measures to minimise the recurrence or severity of flares
- Know when to **REFER** to the GP or Dermatologist for further assessment

Pharmacological assistance is but one part of the therapeutic management of eczema. General everyday measures like skin-care regimen and the daily use of moisturisers is the mainstay of management once the condition is under control.

To obtain a copy of '**The Eczema Management Guide - The Role of the Pharmacist**' please contact the **Eczema Association of Australasia Inc** by calling **1300 300 182** or emailing [help@eczema.org.au](mailto:help@eczema.org.au) (please include name and pharmacist registration number in email).

To arrange an interview with **Tina Aspres** or **Dr Phillip Artemi**  
or a representative from the **Eczema Association**,  
contact **Cheryl Talent** at the Eczema Association on:  
**07 3206 3633** or **0410 075 262**.