

Understanding

atopic dermatitis

Pediatric atopic dermatitis (AD), or allergic eczema, is a chronic skin disease marked by dry, sensitive skin that easily becomes red, scaly and severely itchy.

An AD-related rash will typically first appear on the face and scalp of infants. As they age, the rash will localize around the creases of their necks, wrists, elbows, knees, ankles and armpits.



Treatment

Common treatment routines for mild AD:

- Take a daily bath with mild body wash
- Apply moisturizer to irritated areas while skin is damp
- Apply topical corticosteroids twice a day, as directed by your doctor

For moderate to severe AD,

consult your pediatrician for an individualized treatment plan.



By adulthood, about **40% of childhood AD** will subside or significantly improve

Triggers

Common AD triggers:

- Dry skin, often due to excessive washing
- Changes in weather, overheating
- Foods associated with common allergies
- Allergens (dust mites, pollen, mold)
- Fragrant toiletries containing alcohol
- Harsh soaps and detergents
- Wool or synthetic clothing
- Infection
- Stress

AD affects about **20-25%** of children

Supporting your child

Each child is different and may exhibit varying levels of sensitivity to different triggers. Be mindful of what soothes your child's skin and what causes flare-ups. Take proactive measures to avoid exasperating the condition, such as keeping your child's skin moisturized or purchasing soft, breathable clothes. For an individualized treatment plan, schedule a visit with your child's pediatrician.

