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WHAT IS ATOPIC DERMATITIS?



Atopic dermatitis is also called eczema

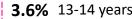
Atopic dermatitis is a condition that makes the skin red, itchy, and cracked. It is a long-lasting condition that can appear from time to time.^{1,3}

- Incidence of Atopic Dermatitis
 In INDIA
- Atopic dermatitis is commonly seen in children. It mostly develops before their first birthday²
- However, nearly half of infants outgrow the conditions or show significant improvement as they grow older³
- Atopic dermatitis can also develop in adults at any age²



6.75% Adults⁴

2.7% 6-7 years⁵









Atopic dermatitis affects both males and females³

WHAT ARE THE CAUSES OF ATOPIC DERMATITIS?



Immune system⁶

- The immune system normally helps to fight off illness, bacteria, and viruses in the body
- In atopic dermatitis, the immune system becomes hyperactive to allergens
- This can lead to inflammation of the skin

Family history



 The chance of having atopic dermatitis is higher if there is a family history of atopic dermatitis, asthma or allergies

Environmental factors²

- People with atopic dermatitis have a dry skin that is more likely to react to certain triggers, causing it to become itchy and sore
- There are many allergens in the environment which might trigger and irritate the skin
- Stress can also trigger atopic dermatitis

WHAT ARE THE TRIGGER FACTORS IN ATOPIC DERMATITIS?²



- Soaps
- Shampoos
- Detergents
- Bubble bath
- Cold weather
- · Dry weather
- Sweat





- Cow's milk
- Eggs
- Soya
- Peanuts etc.
- Wool
- Synthetic fibers





- Dust
- Dust mites
- Pollen, molds
- Hormonal changes in women





Stress



Pet fur

WHAT ARE THE SYMPTOMS OF ATOPIC DERMATITIS?¹

- Dry, cracked skin
- Itchiness
- Rash on swollen skin that varies in color depending on your skin color
- Small, raised bumps, which may leak fluid and crust over when scratched
- Thickened skin
- Raw, sensitive skin from scratching







◆ POEM Score for assessing the QoL⁷ ◆

Patient-oriented eczema measure (POEM) Score is used for checking the quality of life (QoL) of patients with eczema.

Please circle one response for each of the seven questions and add them to get your POEM Score

POEM Score⁷

- 1. Over the last week, on how many days has your/your child's skin been itchy because of eczema?
- 2. Over the last week, on how many nights has your/your child's sleep been disturbed because of the eczema?
- 3. Over the last week, on how many days has your/your child's skin been bleeding because of the eczema?
- 4. Over the last week, on how many days has your/your child's skin been weeping or oozing clear fluid because of the eczema?
- 5. Over the last week, on how many days has your/your child's skin been cracked because of the eczema?
- 6. Over the last week, on how many days has your/your child's skin been flaking off because of the eczema?
- 7. Over the last week, on how many days has your/your child's skin felt dry or rough because of the eczema?

Responses

No days 1-2 days 3-4 days 5-6 days Everyday

Responses points

No days = 0 1-2 days = 1

3-4 days = 2

5-6 days = 3 Every day = 4

POEM Score

0-2 = Clear or almost clear

3-7 = Mild eczema

8-16 = Moderate eczema 17-24 = Severe eczema

25-28 = Very severe eczema



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