

A guide to  
**managing atopic eczema**  
with emollients  
for adults and children



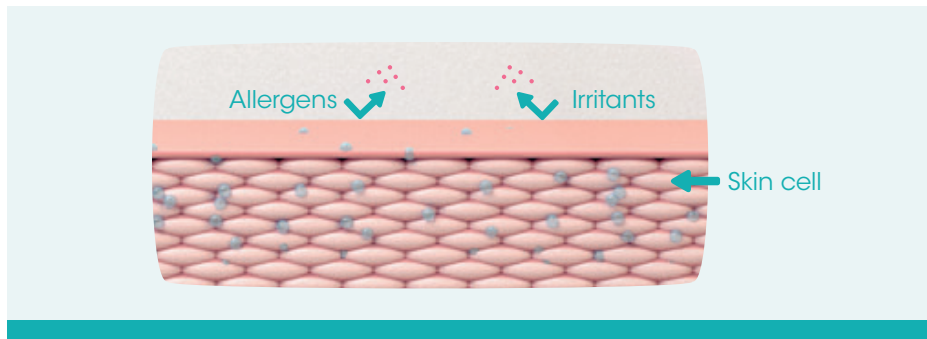
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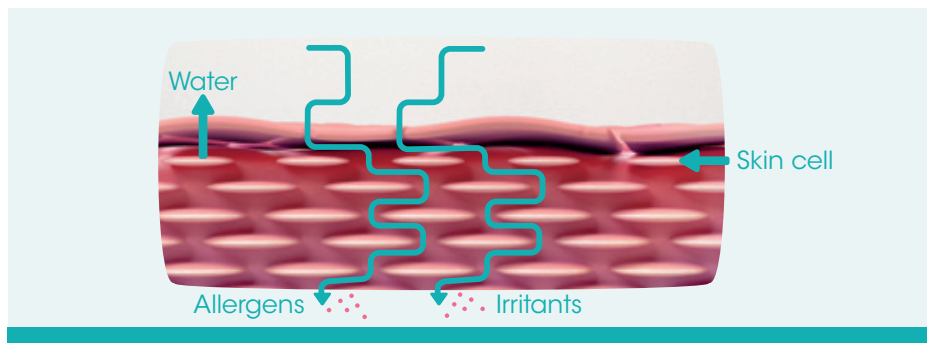
# Healthy skin

In healthy skin, skin cells are filled with water and there are no gaps between them, meaning allergens and irritants can't penetrate the skin.



# Skin in eczema

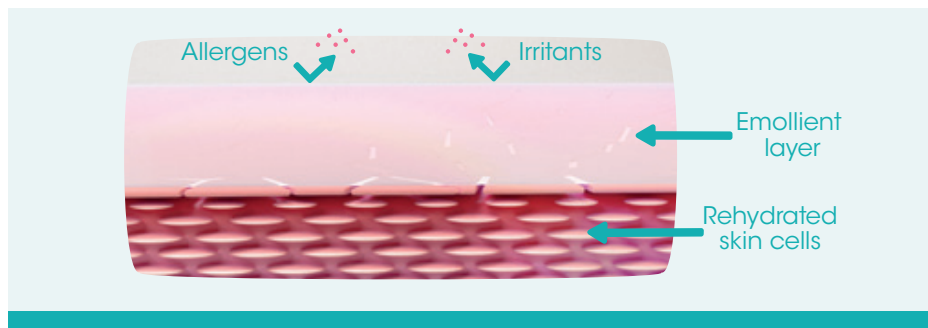
In atopic eczema the skin cells lose water and cracks appear between them, making the skin more vulnerable to external factors such as soap, water, allergens and irritants. The skin becomes inflamed and itchy.



# What is an emollient?

An emollient is a medical moisturising product, which rehydrates dry skin and helps restore its natural defences. Emollients keep water in and irritants out by creating a protective layer on the skin, allowing skin cells to rehydrate and restore the skin barrier. Emollients moisturise and soothe, ease itching and soften cracks in the skin, and when used correctly can greatly reduce the symptoms of atopic eczema.

## Skin with emollient



## Managing eczema and dry skin conditions through Complete Emollient Therapy

Complete emollient therapy simply means using a combination of emollients in a daily skin care routine to wash and moisturise, helping to provide optimal benefit.

Children and adults with atopic eczema should bathe or shower at least once per day, using an emollient product rather than a soap-based one. An emollient cream should be applied immediately after washing and throughout the day to make sure the skin stays moisturised.

Emollients should be used in large quantities, applied over the whole body. For generalised eczema, NICE guidance recommends use of 250–500 grams of leave-on emollient per week.

It's really important to keep using emollients even when the skin is not in flare.



# The Oilatum range for Complete Emollient Therapy

**Oilatum Cream** and **Oilatum Junior Cream** are rich, moisturising creams formulated to help restore the damaged skin barrier and break the itch-scratch cycle. They have been clinically tested to significantly reduce itching for up to 8 hours.\*

## For adults

**Oilatum Cream** in combination with **Oilatum Shower Gel Fragrance-Free** provides a convenient complete emollient therapy solution. The shower gel can simply replace your normal shower product, to gently cleanse while helping to restore the skin barrier.

**Ask your pharmacist or GP about emollient treatment with Oilatum.**

\* Study conducted in healthy adults with dry, itchy skin.

To find out more, go to [www.oilatum.co.uk](http://www.oilatum.co.uk)





## For children

For a child's complete emollient therapy routine, choose **Oilatum Junior Cream** and **Oilatum Junior Bath Additive**. 74% of mums felt that Oilatum Junior Cream left them more in control of their child's dry skin.\*\*

**Ask your pharmacist or GP about emollient treatment with Oilatum Junior.**

\*\* Unbranded 2 week consumer research study on 150 mums with children with dry skin aged 6-36 months.

To find out more, go to [www.oilatum.co.uk](http://www.oilatum.co.uk)



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