



let's feel good
together⁺

Dry skin, eczema, psoriasis and flare-ups

Let's feel comfortable in our skin



Some of us live with a dry or sore skin condition. With Boots expert advice and specialist range of products, there's lots you can do to care for your skin and help keep it healthy.

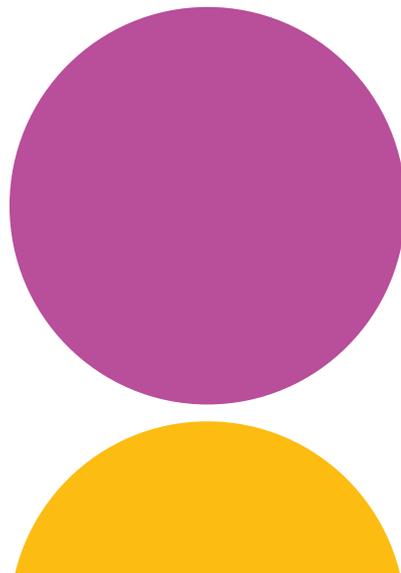
We're here to help you understand the most common skin conditions, their causes and how to help manage them with our great range of skincare products. Take a look at the page opposite to see the most common types of skin conditions and read on to find out how you can keep on top of them.

Contents

- 3** Skin conditions
- 4** Dry skin
- 5** Products to consider for dry skin
- 6** Eczema
- 7** Products to consider for eczema
- 8** Psoriasis
- 9** Products to consider for psoriasis
- 10** Contact dermatitis
- 11** Managing flare-ups

Information when you want it, in store and online

You can find information on caring for your skin at BootsWebMD.com or ask our Pharmacist for a consultation where you can talk in private.



Skin conditions

Look at the pictures below to help you understand and recognise your skin condition. In this leaflet you'll find more information on each of the conditions, with advice on how to manage symptoms. If you have any questions about your condition, or products that might be available to you, talk to a member of your Healthcare team.



Dry skin

Skin can be parched, rough or sore either in patches or all over the body. It's very common and affects many of us from time to time.



Eczema

Often found on the inside of joints such as knees and elbows, skin can be itchy and sometimes cracked. Most common in babies and children, but eczema can continue into adulthood.



Psoriasis

This is raised patches of dry skin covered with silvery scales caused by the skin's cells growing too quickly, not shedding quickly enough and building up on the skin's surface. Commonly found on the scalp, elbows and knees.



Contact dermatitis

Skin can feel dry, itchy, sore and inflamed. It can be the result of your skin reacting to a substance it comes into contact with. For example, you may experience it as a result of an allergic reaction to nickel (often found in jewellery), latex, hair dye, or as an irritant reaction from products, such as washing-up liquid, solvents or chemicals.

Dry skin

There's a lot you can do to help ease dry skin. A daily cleansing and moisturising routine is a good way to help improve your skin's moisture content and help it stay hydrated.

Which product is right for me?

For a moisturising regime to work, it's important to use the right amount of emollient often and apply regularly. For some people regular cleansing and moisturising can help prevent nasty flare-ups.

Types of moisturisers	Key benefit
Gel	Thin layer of protection which may help prevent the skin from becoming dry
Lotion	Thin layer of protection particularly suitable for hairy areas of the body
Cream	Absorbs easily, so a good option for daily moisturising
Ointment	An effective moisturiser
Bath and shower products	Moisturises skin, but is soap and detergent free, so does not irritate the skin. Can be used every day

How much should I apply?*

Area	Amount
Face, neck and ears	One teaspoon
Both arms	Two teaspoons
Both hands	Half a teaspoon
Body/front and back	Three teaspoons
Both legs	Four teaspoons

How can Boots help?

We've lots of moisturisers, and there are several available to cleanse and moisturise without drying or irritating your skin.

Products to consider for dry skin

With the right treatment, you can help to keep dry skin under control. Everyone's different, so it helps to try different treatments to find the one that works for you.

**DERMA
CARE**

The Derma Care Daily Moisturising Regime™ helps build and maintain the skin's natural barrier, creating a Wall of Protection™ against the causes of dryness for healthier skin



Cleansing

Help manage very dry skin with the Derma Care range of cleansing products. Derma Care Daily Moisturising Shower Cream is soap and detergent free, and leaves very dry skin feeling soothed, smooth and hydrated.



Moisturising

Moisturising regularly can help to prevent future skin flare-ups. Derma Care Daily Moisturising Cream is non-greasy, easily absorbed and starts to soothe the skin immediately.

Eczema

Eczema varies from one person to another with symptoms ranging from mild to severe. With the right care, it's possible to feel more in control by helping to soothe itching and irritation.

So, what am I dealing with?

Although most common in babies and children, some people have eczema as an adult. Patches of itchy, dry skin appear, usually on hands, arms, neck, face and legs, and skin can become cracked and sore.

Atopic eczema (also known as atopic dermatitis) tends to run in families.

People who develop the condition often have a family history of allergic conditions such as hayfever or asthma. It's thought to be caused by an irregular function of the immune system.

What can trigger a flare-up?

Eczema tends to come and go and the reason for a flare-up varies from one person to the next. But there are some common triggers:

- Soap and detergents
- Stress
- Heat and sweat
- Certain foods
- Seasonal weather changes
- Certain materials like wool and synthetic fibres
- Allergens such as pet hair, dust and pollen

What can I do to help?

Good skin care is important in helping to control eczema. Use an emollient three to four times each day if you can (read more about emollients on the opposite page) and the following tips may also help:

- Use a soap-free, non-perfumed, emollient cleansing product instead of soap
- Use warm, not hot, water when you shower or bath and avoid lengthy contact with water
- Pat skin dry with a soft towel – don't rub
- Wear gloves when cleaning or washing up
- Wash clothes with gentle, non-biological detergents
- Drink between 6-8 glasses of water every day to hydrate skin

If your eczema is more severe, your Doctor might prescribe a steroid cream or oral steroids, which can reduce inflammation and itching.



Visit our Eczema Health Centre at BootsWebMD.com for more information and support

How can Boots help?

Your Boots Pharmacy team can help to advise you on the wide range of emollients that are available in store. Finding the right product for you can help to keep your skin moist and hydrated all day long.

Products to consider for eczema

Diprobase emollients



Ointment*

- For severe eczema and for use during flare-ups
- Provides long-lasting hydration
- May be more suitable for night-time use



Cream*

- Great for moisturising and cleansing
- May be more suitable for day-time use



Lotion

- For mild eczema, continual use between flare-ups and when skin appears clear
- Easy to apply and rapidly absorbed
- For moisturising and cleansing
- Suitable for everyday use

*Always read the label

Psoriasis

Psoriasis is not a common skin condition and although it cannot be cured, good care and the right treatment can really improve symptoms.

So, what am I dealing with?

Psoriasis occurs when the skin's cells develop too quickly.

The cells can't shed quickly enough, so they build up on the skin's surface causing raised patches that can be red or inflamed.

These red patches covered with silvery scales usually affect the scalp, elbows and knees. Finger and toenails can also be affected.

Psoriasis affects around 2% of people in the UK and appears in both women and men equally. It usually develops in young adults or older people and can run in families. Flare-ups vary from one person to another, but common triggers include:

- Stress
- Skin injuries such as cuts and scrapes
- Certain medicines

Psoriasis isn't a contagious condition so it can't be spread from person to person.

When to seek medical advice

If you think you may have psoriasis you should see your Doctor. They'll quickly be able to diagnose the condition based on the appearance of your skin.

What can I do to help?

Using a good emollient, bodywash and shampoo designed for people with psoriasis, can help reduce itching, inflammation and flare-ups. Giving up smoking and cutting down on drinking is also a good idea. Ask one of our Pharmacists if you'd like to cut down or quit smoking as we have lots of support and a great range of products to help you achieve your goals.

Your Doctor may prescribe coal tar shampoo, lotion or bath solution, cream with a vitamin D analogues or a retinoid cream. A special type of light therapy could also be an option.



**Ask one of our
Pharmacists
if you'd like to
talk through
your psoriasis
treatment**

How can Boots help?

With the right treatment, you can help keep psoriasis under control so your skin is less red and itchy. Everyone's different, so it helps to try different treatments to find the one that works for you.

Products to consider for psoriasis



The Dermalex® Psoriasis range

New Dermalex® Psoriasis is a steroid-free treatment cream that not only relieves psoriasis symptoms, it also helps prevent new flare-ups from occurring. It's specially formulated by Dermatologists and clinically proven. Clinical studies have shown its effectiveness, showing a reduction in scaling and itching from 2 weeks.*

Clinical result after 6 weeks' use of Dermalex® Psoriasis



For more sensitive skin

A Doctor may recommend products that don't contain any:

- Keratolytic substances like Salicylic acids and colourants unless specifically instructed by your Doctor
- Steroids
- Tar or tar products
- Vitamin D3 analogues
- Vitamin A-derivatives sulphur (S)



The Epaderm range

The Epaderm range includes ointments, creams, cleansers and bath additives to help you manage your condition.

Swapping your usual skincare for emollient-based products can make a real difference to your skin. Emollients help reduce the water lost from the skin by covering it with a protective film. Also try an emollient cleanser and bath additive instead of soap and bubble bath, then use an emollient cream (rather than body lotion) three to four times a day.

*PASI based clinical efficacy study of Dermalex® Psoriasis cream for the treatment of Psoriasis Vulgaris symptoms in a mono application therapy, Józsefváros Health Center, Budapest, Hungary; Open Label Clinical Study into the overall efficacy of Dermalex® Psoriasis Cream, 2008, Dermatology and Psoriasis Clinics Laudau and Kandel, Germany

Contact Dermatitis

This is a type of eczema that appears as a red rash with itchy blistered skin. There are two types of contact dermatitis – allergic and irritant – both caused by external triggers.

So, what am I dealing with?

With allergic contact dermatitis, your skin reacts to something it's come into contact with.

Common triggers include:

- Hair dyes
- Nickel (sometimes used in jewellery, belt buckles and watch straps)
- Latex rubber
- Fragrances in some soaps, shampoos, perfumes and cosmetics
- Certain medicines
- Plants such as chrysanthemums, primroses and primulas

Irritant contact dermatitis develops when your skin comes into contact with damaging substances such as the chemicals in industrial cleaning products and household cleaners like detergents.

Seeing an allergy specialist

If you have contact dermatitis frequently, it could be worthwhile seeing an allergy specialist to work out the cause. You can talk to your Doctor about this.

What can I do to help?

If you know what's caused your reaction, try to stay away from the trigger. Calamine lotion and oral antihistamines can help relieve itching.

If your rash is severe, spreads or doesn't improve in a couple of days, it's a good idea to see your Doctor. They may prescribe a steroid cream or prescription antihistamine.

How can Boots help?

To find out more about contact dermatitis, visit BootsWebMD.com where you'll find lots of information on how to help control the condition, alternatively speak to one of our Pharmacists.

**Visit our
Skin Problems
Health Centre at
BootsWebMD.com
to find out more
about contact
dermatitis**

Managing flare-ups

Flare-ups can be common for people with skin conditions such as eczema and dermatitis. Usually, you'll have particular triggers for a flare-up, so the more aware you are, the more control you could have.

It's a good idea to keep a diary of your flare-ups. Include details of what you were doing around the time of the flare-up, anything you suspect might have caused it and anything that's changed in your life. Common causes for flare-ups include:

- Wool, synthetic fibres and rough clothing
- Cigarette smoke
- Perfumes and cosmetics
- Solvents, dust and sand
- Animal fur
- Food allergies
- Long hot baths and showers
- Stress

What can I do to help?

Taking care of your skin every day is one of the best ways to help prevent flare-ups. It's simple really – use an emollient and apply it three to four times a day, try not to scratch, take cooler showers and baths and avoid soap and scented products. For more information, take a look at page 4 and visit BootsWebMD.com

How can Boots help?

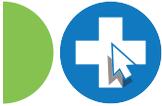
Come and talk to us, our Pharmacists are here to help and will try to answer any questions you have about flare-ups. We also have a great range of products to help ease dry and itchy skin, eczema and psoriasis and we can help you choose what's right for you.

Products to consider

Derma Care Hydrocortisone 1% cream* is designed to soothe and relieve flare-ups of mild to moderate eczema, allergic and irritant contact dermatitis. (Do not use: If you're allergic to hydrocortisone, on broken or infected skin such as impetigo, cold sores, acne, athlete's foot, ringworm or thrush. Also this product should not be used on the face or near your eyes or if you're pregnant, unless your Doctor tells you to. Adults and children of 10 years and over: use a very small amount on the affected area, once or twice a day for a maximum of 7 days).

*Contains hydrocortisone 1% w/w
Always read the label





BootsWebMD.com

Let's get health information
we can trust

Go online to **BootsWebMD.com** to access lots of useful information about a wide range of healthcare and wellness topics, plus you can sign up to free e-newsletters.

With content reviewed by Doctors and Healthcare professionals, you can be certain of getting trustworthy health news, features and tools.

For the latest information on skin conditions go to **BootsWebMD.com** and search 'Dry Skin, Eczema, Psoriasis and Flare-ups'.



You and Boots. Let's feel good together.

Our fully trained team are on hand in store to give you advice and help. Or you can contact our Customer Care Helpline on **08450 708090** (local rate, calls may be recorded for training purposes) between the hours of 8.30am and 7pm Monday to Friday and 8.45am and 5pm Saturday and Sunday.

Products may be available in selected larger stores only and may be subject to stock availability.

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