



HOW TO TAKE CARE OF YOUR CHILD'S DRY AND ECZEMA PRONE SKIN

Make sure your child follows the 7 rules listed below.



Avoid itchy fabrics (wool, rough fabrics, synthetic textiles). Use fabrics with fine fibers, such as cotton or linen, which allow perspiration to evaporate easier.



Use a laundry detergent made for sensitive skin and avoid scented fabric softeners and dryer sheets.



Keep temperature and humidity levels comfortable at home.



Avoid carpets, pillows and duvets containing feathers.



Keep your child's finger nails trimmed to avoid further disrupting skin if scratching.



7 GOLDEN RULES

1

Bathe in **luke-warm** (not hot) water for no longer than 5 to 10 minutes

2

Use a **gentle**, soap-free and fragrance-free cleanser

3

Avoid scrubbing your skin with a washcloth

4

Dry skin by dabbing with a towel instead of rubbing

5

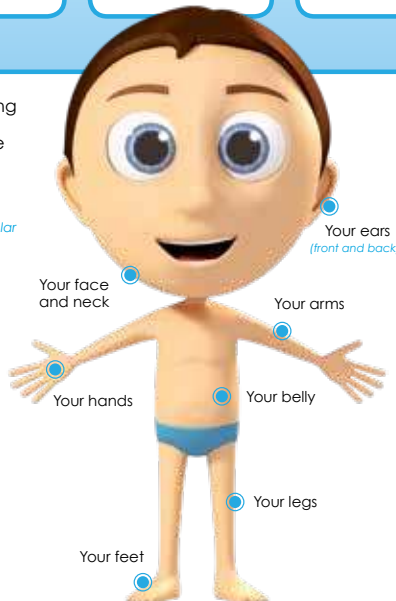
Warm up your body moisturizer in your hands before application



6

Help prevent dry skin by hydrating with a moisturizer, such as **Lipikar Balm AP+**, at least twice a day. If using a medicine prescribed by your doctor, apply the moisturizer after

*Apply it **all over your body** using little circular movements so that it really sinks in*



7

Ask for help applying the moisturizer to your **back**



Find out more at www.laroche-posay.us

LA ROCHE-POSAY
LABORATOIRE DERMATOLOGIQUE

LA ROCHE-POSAY

LABORATOIRE DERMATOLOGIQUE

DISCOVER NEW SOLUTIONS FOR DRY SKIN & ECZEMA
FROM THE #1 BODY CARE BRAND IN EUROPEAN PHARMACIES

LIPIKAR AP+ BALM

INTENSE REPAIR
MOISTURIZING CREAM

- Clinically shown to reduce dry, rough skin
- Rich, comforting balm
- Suitable for babies two weeks and up

EXTRA DRY SKIN
Apply all over the body

DAILY 365
Apply all year round



13.5oz / 400ml
SRP \$19.99



OTHER PRODUCTS IN THE
LIPIKAR RANGE:

LIPIKAR LOTION
DAILY REPAIR
MOISTURIZING LOTION

- Provides up to 48 hour hydration
- Lightweight, fast-absorbing lotion
- Suitable for babies six months and up

NORMAL TO DRY SKIN
Apply all over the body

DAILY 365
Apply all year round



13.5oz / 400ml
SRP \$17.99



LIPIKAR ECZEMA
SOOTHING RELIEF CREAM

- Clinically shown to relieve itchy, irritated skin due to eczema
- Non-greasy cream
- 1% Colloidal Oatmeal
- Suitable for children three years and up

ITCHY ECZEMA-PRONE AREAS
Apply on targeted areas

SOS FLARES
Apply during eczema flares

6.7oz / 200ml
SRP \$14.99



AVAILABLE ON WWW.LAROCHE-POSAY.US AND AT:

