

KANE'S ECZEMA JOURNEY



Skin Type: Eczema



Prominent Location: Elbows, Knees



Trigger: Diet, Sweat, Stress, Alcohol, Allergies, Tattoo Needles, Medication



What do you do when your baby starts showing signs of eczema, and the doctors say they're too young for allergy testing?

Here, mum of two, Andrea, takes us through baby Camilla's eczema journey – and how Epaderm made life simpler for her busy family.



“It's just a relief to find that it works”



“My most vivid memories of eczema are of being at school,” says Kane. “I remember being unsure what it was. But I knew that if I was really active, and I'd sweat in the **crease of my arms and legs, it would flare up.**”

His school uniform didn't help. As well as the synthetic fabrics irritating his skin in winter, his summer uniform made his eczema more noticeable.



Kane's eczema went away in his teens. But then returned a few years ago – ironically, while he was being treated for another skin condition.

*“I was on Roaccutane for acne,” he explains. “It really dries your skin out. So then my eczema **flared up again.**”*



So it was time to find a moisturiser that could help.

Kane tried a lot of household name creams as a child, but didn't truly find relief until discovering Epaderm.

“It's just a relief to find that it works,” he says. “It's like a weight off your shoulders, because it takes away the redness, it takes away the swelling, it takes away the itchiness – and it really just tames it down.”



Today, using a combination of *Epaderm Ointment* and *Epaderm Cream* is part of Kane's everyday life.

“10-15 minutes before I get in the shower, I'll put a healthy serving of the ointment on the inside of my elbows,” says Kane. “I let that soak in, and then get in the shower.”

“Putting Epaderm on before I get in the shower, before I go to bed, before I go out, it's really just **part of my routine**,” he adds. “The redness, swelling, hives, everything, sort of goes away.”