Atopic eczema is one of the most common skin conditions to affect the human population. It is characterized by red, inflamed, incredibly itchy patches of skin. If you look closely, you can sometimes see tiny bubbles of skin filled with clear liquid which, when scratched, breaks, leaving behind the easily identifiable 'razed or burnt look of the eczema-affected skin.

People with atopic eczema can suffer a wide range of symptoms. From small red, itchy patches usually located in the folds of the arms at the elbows, or the back of the knees, to large areas of the skin totally covered in angry skin. No matter how long and hard the eczema-affected skin is scratched, it still itches. It is this constant itching that leads to people breaking open the skin with their nails, or anything that comes to hand actually...broken skin is then of course open to infection. This affects the immune system, which in turn strains the health of the person.

Finally, the experience can be really demoralizing, because the itch is so aggravating it is impossible to ignore and the skin painful. Worse still, the itch stays there under the pain of raw skin. This can be an extremely depressing scenario.

This is the vicious eczema cycle, one which needs to be broken as quickly as possible.

The solutions to the problem are many and varied, and it can be bewildering for anyone trying to sort through the various eczema-related skincare products and prescriptive solutions on offer.

The Sensitive Skincare Company (SSC) Approach

The approach I use to help eczema-prone skin is with natural plant-based skincare products. These are the steps we suggest you follow:

Use a Moisturizing Technique that will Lock Moisture into your Skin

The oils we have chosen mimic the skin’s own natural oil sebum. They are all natural plant-derived healing and moisturizing oils. These specially chosen oils penetrate up to seven layers of the skin immediately, and soak directly into the very top layers, providing a really good barrier to protect your skin from further irritation, whilst the healing properties in the oil let your skin regain its moisture levels and at the same time ward off unwanted skin bacteria. The oil doesn’t sting; it is soothing and cooling, and you will feel very clean and moisturized after bathing.

The way use this oil is to apply it all over your body, neck and face before bathing. This is very important when you first use it. Especially if you have developed a chlorine intolerant skin.

Use this for a full four weeks, each time you bathe. Don’t use soap or any other cleanser. Try some soap-free body-wash. Use this as you would a normal soap. You will not need to moisturize your skin any further. Pat your skin gently dry and get dressed (don’t rub your skin furiously). If you need further moisturizing as the day goes on, use a little more of the pre-bath and shower oil, massaging it into the skin gently. If your hands feel dry, massage them with the oil before going to bed.

Allergy to Chlorine.

Does your skin react to the water in swimming pools? Do your eyes go very red and sore? Do you hate the smell? If the...
She was later referred to a Consultant Dermatologist at Guys and St Thomas Hospital in London and naively thought that he would have the answer. However, after two appointments and a skin biopsies, which only confirmed that she had eczema, he explained that he had no further ideas, as she had tried all of the possible options. She was distraught.

Nichola and her sister won tickets to the Allergy Show. She read an article by Janey Lee Grace in Allergy Magazine which mentioned an oil product made by the SSC that helped both her sons' eczema symptoms.

Nichola emailed Amanda Hughes, explaining her history, asking for more information about her products. Amanda replied the next day with a detailed email and generous offer of many products to try. She also indicated there was a high chance that she would be allergic to chlorine and, therefore, she should try a chlorine filter, as well as switch her washing liquid to Ecover.

Nichola followed all of the recommendations and has never turned back! As a result she is managing her eczema much better.

Nichola has always been conscious about the eczema on her scalp and has tried every prescription option possible but never managed to get it under control. Until now! Finally, she has a comfortable scalp, plus the added bonus of hair that smells nice too!

Her eczema will never be cured, but she is able to keep it under control. She is affected by so many external and internal factors that she still has the odd bad day, but generally her skin is much improved, and when it does flare up I can control it.

Effective Active Ingredients in Pre-bath and Shower Oil Treatment Products

Prebath and Shower Oil
Protective, soothing, deep nourishing moisturiser for extra sensitive skin. Blend of natural oils chosen for their particularly fine texture, protect and nourish even the most delicate and sensitive skin keeping it soft and hydrated with soothing plant oils.

Ingredients
- **Sweet Almond oil** (*Prunus amygdalus*)
  - Sweet almond oil is well known for its soothing, healing and anti-inflammatory properties; it helps relieve dryness, itching and soreness. It is absorbed very easily into the top layers of the skin and nourishes it with essential fatty acids, vitamins and minerals;
- **Borage oil** (*Borago officinalis*)
  - Borage oil contains gamma linolenic acid, vitamins and minerals. It is very good for regenerating and stimulating the skin's healthy re-growth;
- **Evening Primrose Oil** (*Oenothera biennis*)
  - Primrose oil is well known for its soothing, healing and anti-inflammatory properties;
- **Niaouli essential oil** (*Melaleuca viridiflora gaertner*)
  - Niaouli is considered an excellent antiseptic for treating infected wounds. It also aids in healing.
- **Tea Tree essential oil** (*Melaleuca alternifolia cheef*)
  - Tea tree essential oil is known for its antiseptic properties. It is a perfect ingredient for treating skin infections, including acne, eczema, and psoriasis.
- **Jojoba oil** (*Simmondsia chinesis*)
  - Jojoba, unique because the oil is not composed of fat but liquid wax. Waxes are esters of long-chain fatty acids with long chain monohydrol alcohol, whereas fats are esters of long chain fatty acids with glycerine. It is suitable for all skin types whether dry, oily or sensitive, and is beneficial for skin complaints such as eczema or psoriasis.
- **Chinese Herbal Medicine**
  - Chinese Herbal Medicine is known for its anti-inflammatory and anti-itching properties. It is a perfect ingredient for treating skin conditions such as eczema and psoriasis.
- **Homeopathic Medicine**
  - Homeopathic Medicine is known for its anti-inflammatory and anti-itching properties. It is a perfect ingredient for treating skin conditions such as eczema and psoriasis.
- **Allergy Show**
  - The Allergy Show is a perfect ingredient for treating skin conditions such as eczema and psoriasis.
- **Amanda Hughes**
  - Amanda Hughes is a perfect ingredient for treating skin conditions such as eczema and psoriasis.
with the SSC products and hydrocortisone cream which are a far cry from the extensive amount of strong topical steroids she has used in the past.

Nichola started using the SSC products for Eczema prone skin last June and is still on it.

About the Author

Amanda Hughes is a trained make-up artist who worked in films and television for over 20 years, who would often make up special formulas for actors and artists with sensitive skin. Also, having sensitive skin prone to Atopic eczema herself, Amanda was disappointed with the products available to her and others, so decided to research a special range that would offer all the benefits of a traditional premium skin and hair product range that would not irritate the skin and was reasonably priced. Working with Cosmetologists and using only natural plant ingredients that had been analyzed to ensure the highest quality, Amanda created the new range and chose the design and packaging to reflect the natural and organic status of her company Sensitive Skincare. Amanda may be contacted via amanda@sensitiveskincareco.com; www.sensitiveskincareco.com

Further Information

Sensitive Skincare Co is based in Monmouth in Wales, and is the creation of Amanda Hughes. The company is featured in Radio 2 DJ Janey Lee Grace’s book The Imperfectly Natural Woman, as well as in a second book Imperfectly Natural Parent out this April. www.sensitiveskincareco.com

The Helios Retail Range

of creams are made using the finest quality organic tinctures and other natural plant based ingredients. They do not contain lanolin, petroleum derivatives or artificial preservatives making them gentle enough for the most delicate skin. Within the range are three creams specifically formulated to soothe the symptoms of eczema, psoriasis and other similar skin complaints.

*Calendula Cream* – a rich emollient containing organically grown flowers of Calendula and Lavender essential oil to gently soothe, dry, flakey skin.

*Graphites & Calendula Cream* – Graphites and Calendula are combined to bring soothing relief to sore, cracked and weeping skin complaints associated with eczema and psoriasis.

*Urtical Cream* – Urtica Urens and Calendula are combined with essential oils of Lavender and Roman Chamomile to produce a soothing, topical application useful in the treatment of urticaria, eczema, psoriasis and other eruptions where there is intense itching and burning of the skin.

For full details of these creams and others in the range please contact Roz Crompton at Helios Tel: 01892 537254; roz.crompton@helios.co.uk

The Sensitive Skincare Co

www.sensitiveskincareco.com

The Sensitive Skincare Company’s range of products are made specifically for skins prone to irritation, dryness and sensitivity.

We use the purest 100% sustainable natural ingredients. Extra gentle organic plant oils, organic essential oils and organic herbal infusions blended together throughout the range.

We don’t use sodium lauryl/laureth sulphate, petrochemicals, parabens, synthetic fragrances, ethyl alcohol or any chemical preservatives. Our products are gentle and kind to you and to the environment.

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