



Know the Facts About Atopic Dermatitis

the most severe form of eczema



Atopic dermatitis is a chronic skin condition and is considered the most **common, severe and long-lasting** type of eczema.¹

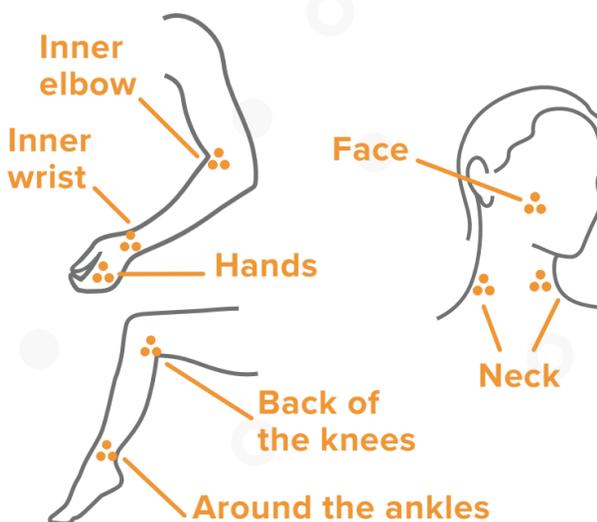
Moderate-to-severe atopic dermatitis affects:



men and women of all ethnicities equally.¹

Atopic dermatitis is **not contagious** and often **runs in families**.³

Atopic dermatitis affects several parts of the body, including:⁴



Existing **prescription and over-the-counter treatments,**

such as creams or ointments, have been used to treat atopic dermatitis, with **varied efficacy**.

Common symptoms of atopic dermatitis include:¹

- Dry, scaly skin
- Intense and persistent itching
- Redness
- Cracks behind the ears
- Rash on the cheeks, arms and/or legs
- Open, crusty or “weepy” sores



For those living with atopic dermatitis, **new science and a greater understanding**

of the condition are leading to novel treatment options.



The severe scratching and itching associated with atopic dermatitis can **severely affect sleep and negatively impact quality of life**.⁵

Living with atopic dermatitis can be **quite burdensome** for adults and children. A recent study found adults with this condition experience substantial **out-of-pocket costs** and indirect costs due to **lost workdays and sick days**.⁶



Talk to your doctor to learn more about current treatments and clinical trials now underway.

1. National Eczema Association. Understanding Your Atopic Dermatitis. Accessed July 26, 2017, from <https://nationaleczema.org/eczema/types-of-eczema/atopic-dermatitis/>
 2. Silverberg & Hanifin 2013; Thomson Reuters IPD (Incidence & Prevalence Database). Accessed on August 4, 2017.
 3. American Academy of Dermatology. Atopic dermatitis: Who Gets and Causes. Accessed July 26, 2017, from <https://www.aad.org/public-diseases/eczema/atopic-dermatitis/causes>.
 4. NHS Choices. (February 12, 2016). Atopic eczema. Accessed July 26, 2017, from [http://www.nhs.uk/conditions/Eczema-\(atopic\)/Pages/Introduction.aspx](http://www.nhs.uk/conditions/Eczema-(atopic)/Pages/Introduction.aspx).
 5. Jeon, C., Yan, D., Sekhon, S., Bhutani, T., Berger, T., & Liao, W. (2017). Frequency and Management of Sleep Disturbance in Adults with Atopic Dermatitis: A Systematic Review. *Dermatology and Therapy*, 1-16. Accessed July 26, 2017, from <https://link.springer.com/article/10.1007%2F13555-017-0192-3>.
 6. Silverberg, MD, PhD, MPH, J. L. (2015). Health Care Utilization, Patient Costs, and Access to Care in US Adults With Eczema: A Population-Based Study. *JAMA Dermatology*, 743-752. Accessed July 26, 2017, from <http://jamanetwork.com/journals/jamadermatology/fullarticle/2169318>.