

How to identify eczema on babies with darker skin tones

a guide for parents



Dr. Geeta Yadav
Dermatologist

Eczema appears uniquely on different skin tones. However, the majority of images available only showcase what eczema looks like on white babies. To bridge the gap, Aveeno® Baby worked with dermatologist Dr. Geeta Yadav to create a guide for parents to help them identify eczema on babies with darker skin tones.

Dr. Yadav explains eczema

“Eczema is an inflammatory skin condition that affects the ability of the skin barrier to function effectively. This prevents the skin from being able to maintain moisture levels and retain nourishment while making it more susceptible to irritation from external factors.”



Did you know?

Children with darker skin tones are

1.7x

more likely to develop eczema than children with lighter skin tones.



10 to 15% of Canadian children under 5 are affected by eczema

1 Identifying eczema

Identify

Eczema symptoms on diverse skin tones

Skin can look

Thickened

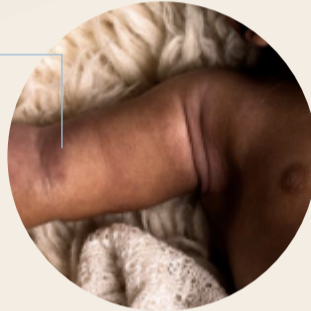
Dry

Inflamed

Rough



Patches may appear darker than the rest of the skin, looking:



Purple — Ashen Grey — Dark Brown

Eczema on darker skin tones is often found on the fronts of the arms and legs



- Other signs and behaviours to look out for
- May first appear on the cheeks and spreads to other areas of the face and body
- Scratching affected areas
- Flare-ups may be worsened by prolonged periods of time spent in a diaper
- Difficulty sleeping or fussy due to irritation

2 I'm seeing symptoms of eczema on my little one, now what?

Treatment

Over-the-counter treatment

Try Aveeno® Baby Eczema Care! The collection is hypoallergenic, fragrance-free and clinically proven to improve eczema symptoms, including:

- Itchiness
- Dryness
- Redness
- Irritation

- Get Quick Relief with Aveeno® Baby Eczema Care Nighttime Balm**
 - + The first and only eczema nighttime balm that leaves baby's skin feeling relieved when applied.
 - + Intensely moisturizes to soothe and protect itchy skin.

- Ongoing Management at Bathtime: Aveeno® Baby Eczema Care Wash & Moisturizing Cream**

- + This duo is a must-have at bath time to protect baby's skin.
- + The Moisturizing Cream helps prevent the recurrence of extra dry skin from eczema.
- + The Wash gently cleanses baby's eczema-prone skin while leaving it feeling soothed.



- Tips for seeking additional support**

- Bring your child to the doctor and go through the medical history of you (parents) and your child. Don't forget to mention:
 - + Any food or seasonal allergies
 - Did you know that allergic dermatitis typically appears on irritated skin, while eczema is usually found in the folds of the skin.
 - + Family history of eczema

3 Living with eczema

Management

Anticipate and manage triggers — Tips from Dr. Yadav

“Avoid irritating, itchy fabrics that don't breathe, especially wool.”



“Use bath products that help moisturize and protect the skin barrier.”

“Bathe baby in lukewarm water on a regular basis as this can reduce the bacterial burden on a baby's skin.”



“Avoid fragrance in detergents and personal care products.”

- Take extra care to keep your baby's skin nourished in winter
- Add a humidifier in your baby's room
- Ensure baby's bath temperature is not too hot (water should be between 37-38°C)

