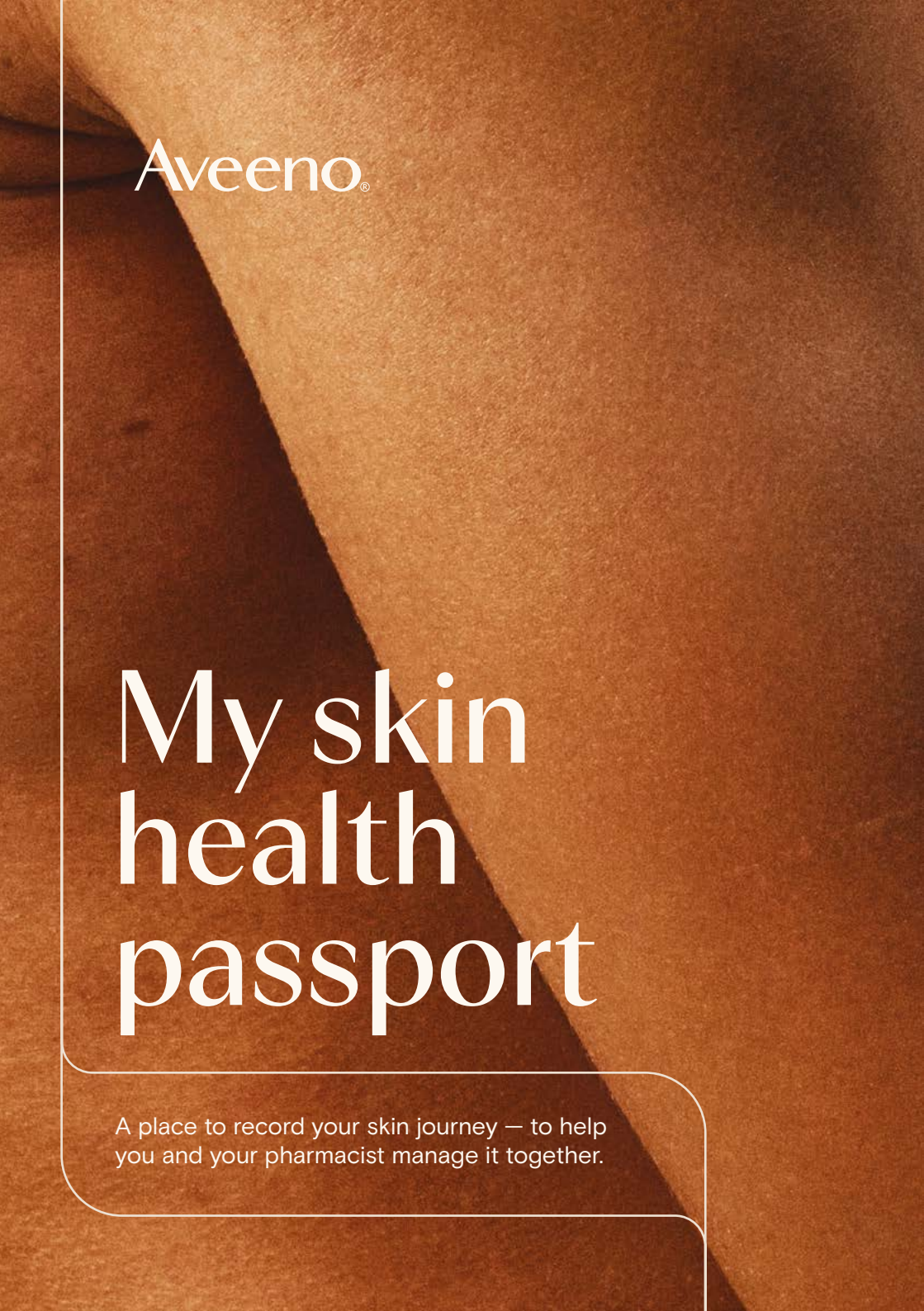
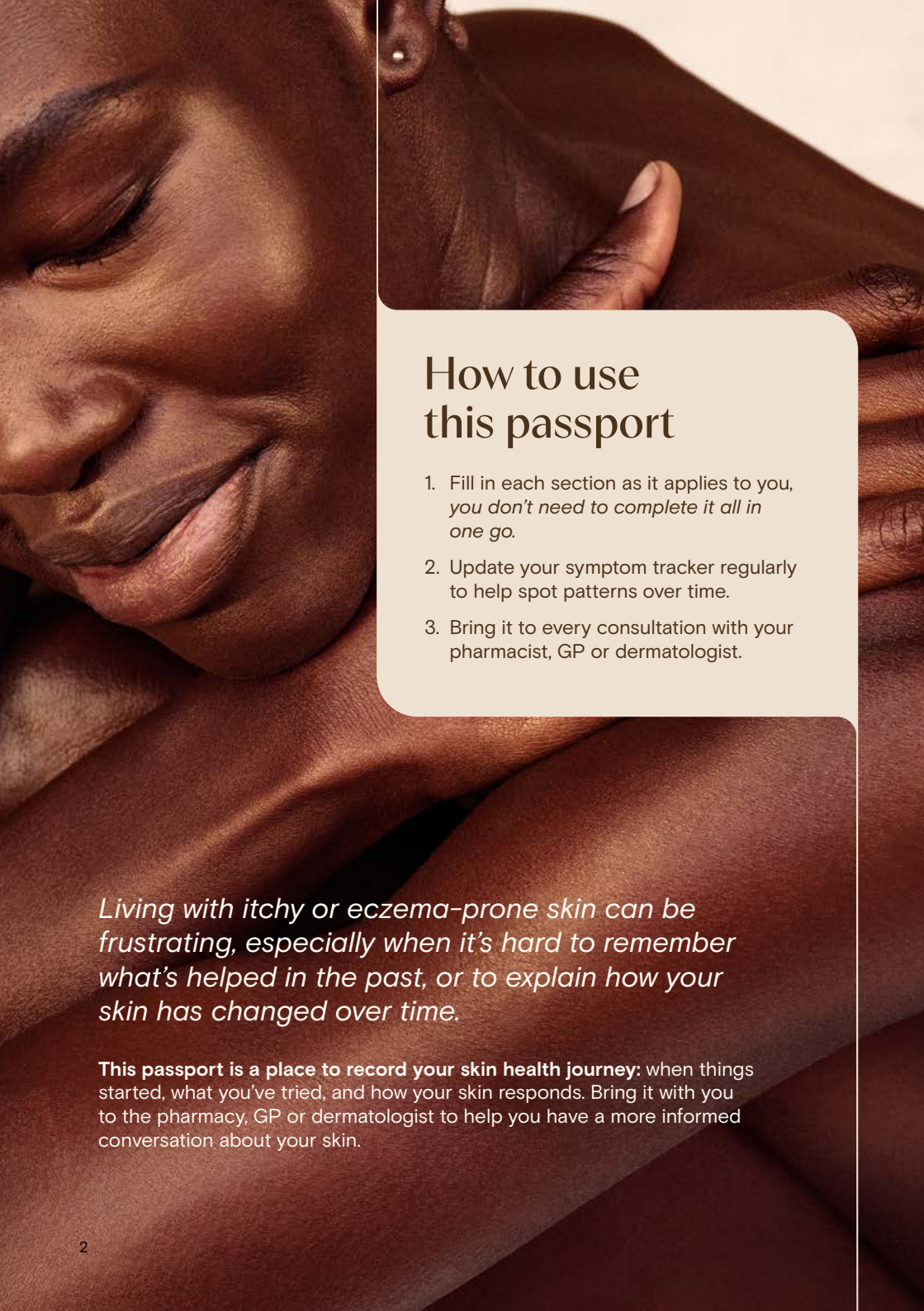

Aveeno®
My skin health passport
A place to record your skin journey — to help you and your pharmacist manage it together.



How to use this passport

1. Fill in each section as it applies to you, *you don't need to complete it all in one go.*
2. Update your symptom tracker regularly to help spot patterns over time.
3. Bring it to every consultation with your pharmacist, GP or dermatologist.

Living with itchy or eczema-prone skin can be frustrating, especially when it's hard to remember what's helped in the past, or to explain how your skin has changed over time.

This passport is a place to record your skin health journey: when things started, what you've tried, and how your skin responds. Bring it with you to the pharmacy, GP or dermatologist to help you have a more informed conversation about your skin.

My skin health journey

Understanding when your symptoms began and what affects your skin can help your pharmacist give you more tailored advice.

Which areas are most affected?
Highlight all areas that apply.

☐ Face ☐ Neck ☐ Scalp ☐ Hands
☐ Elbow (creases) ☐ Knees (creases)
☐ Torso ☐ Legs

Other:

When did your symptoms first begin?

Year:

Season:
☐ Spring ☐ Summer
☐ Autumn ☐ Winter

How often do your symptoms occur?

☐ Daily ☐ Weekly
☐ Monthly ☐ Occasionally

How severe are your symptoms right now?

☐ Mild ☐ Moderate ☐ Severe

Key triggers you've noticed?

☐ Heat/Sweating ☐ Stress
☐ Certain fabrics (e.g. wool)
☐ Soaps/Detergents ☐ Weather changes ☐ Dust/Pollen
☐ Pets ☐ Food

Other:

Who did you first speak to about your symptoms?

☐ GP ☐ Pharmacist ☐ Dermatologist ☐ Family/Friend

Other:

Have you visited a GP, pharmacist, dermatologist or other healthcare professional?

Who: When:

What was discussed:

Who: When:

What was discussed:

Who: When:

What was discussed:

What recommendations have you received?

List previous products and treatments used.

Product/ Brand name	Length of use	Outcome	Reason for stopping
			☐ Didn't relieve symptoms ☐ Too greasy ☐ Difficult to apply ☐ Caused irritation ☐ Too expensive ☐ Inconvenient to use Other:
			☐ Didn't relieve symptoms ☐ Too greasy ☐ Difficult to apply ☐ Caused irritation ☐ Too expensive ☐ Inconvenient to use Other:
			☐ Didn't relieve symptoms ☐ Too greasy ☐ Difficult to apply ☐ Caused irritation ☐ Too expensive ☐ Inconvenient to use Other:
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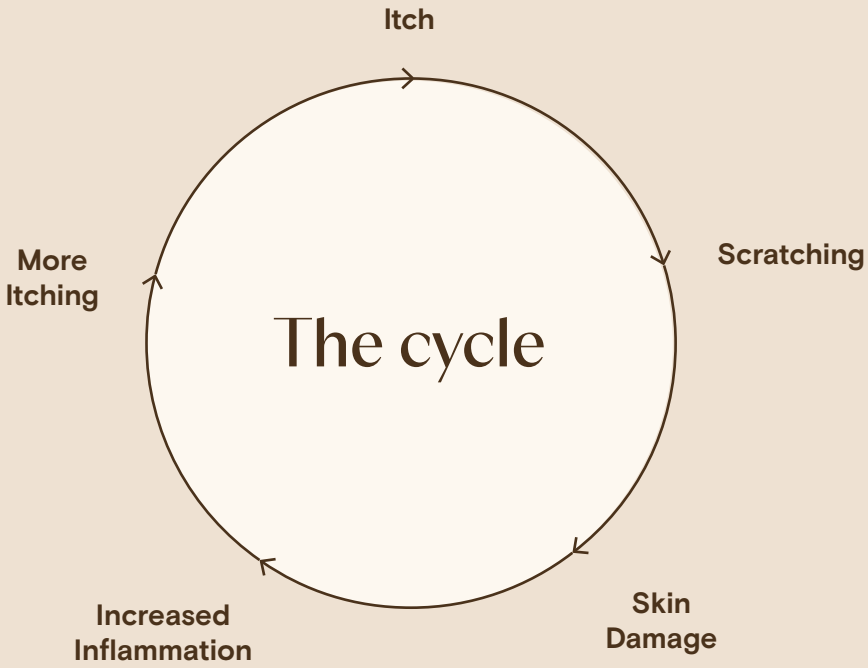
Symptom tracking (circle/tick appropriate)

Date/ Time	Itch score (1-10)	Scratch count	Sleep impact	Triggers noted	Action taken
	1 2 3 4 5 6 7 8 9 10		☐ No ☐ Mild ☐ Moderate ☐ Severe	☐ Stress ☐ Heat ☐ Producs ☐ Clothing ☐ Pollen Other:	☐ Moisturiser ☐ Cold compress ☐ Medication ☐ Distraction Other:
	1 2 3 4 5 6 7 8 9 10		☐ No ☐ Mild ☐ Moderate ☐ Severe	☐ Stress ☐ Heat ☐ Producs ☐ Clothing ☐ Pollen Other:	☐ Moisturiser ☐ Cold compress ☐ Medication ☐ Distraction Other:
	1 2 3 4 5 6 7 8 9 10		☐ No ☐ Mild ☐ Moderate ☐ Severe	☐ Stress ☐ Heat ☐ Producs ☐ Clothing ☐ Pollen Other:	☐ Moisturiser ☐ Cold compress ☐ Medication ☐ Distraction Other:
	1 2 3 4 5 6 7 8 9 10		☐ No ☐ Mild ☐ Moderate ☐ Severe	☐ Stress ☐ Heat ☐ Producs ☐ Clothing ☐ Pollen Other:	☐ Moisturiser ☐ Cold compress ☐ Medication ☐ Distraction Other:
	1 2 3 4 5 6 7 8 9 10		☐ No ☐ Mild ☐ Moderate ☐ Severe	☐ Stress ☐ Heat ☐ Producs ☐ Clothing ☐ Pollen Other:	☐ Moisturiser ☐ Cold compress ☐ Medication ☐ Distraction Other:

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Understaning the itch/scratch cycle



Breaking the cycle may help improve symptom control.

What is the itch-scratch cycle?

While itching is a normal protective response that helps us react to irritants, infections and insect bites[1], repeated scratching disrupts the skin barrier, increases the risk of infection, and prolongs the itch rather than relieving it[2].

The itch–scratch cycle occurs when itching leads to scratching, scratching damages the skin barrier, and this damage triggers further inflammation and itch, creating a vicious cycle that can worsen eczema symptoms[2].

In eczema, the itch-scratch cycle is driven by underlying skin barrier dysfunction and inflammation. These changes leave the skin dry, damaged and itchy, meaning that the itch may be present even before any scratching occurs. Scratching then causes further skin damage and inflammation, which perpetuates the cycle[3].

Breaking the cycle?

Small changes can help you interrupt the cycle[1]:



Keeping nails short and patting the skin rather than scratching.



Short, lukewarm showers over long hot baths, using an emollient as a soap substitute.



Keeping the bedroom cool, with lighter bedding or a fan when skin feels hot and itchy.



A cool flannel soaked in moisturising cream.

The role of emollients

The National Institute for Health and Care Excellence (NICE) recommends a stepped approach to managing eczema prone skin based on disease severity[4]. Emollients help to reduce transepidermal water loss, support skin hydration and maintain skin barrier function[5].

STEP 1: WASH

Dermexa emollient body wash



STEP 2: SOOTHE AND PROTECT

Dermexa emollient



STEP 3: RELIEVE

Skin Relief Repairing Ointment



STEP 4: SLEEP

Dermexa night-time relief balm



When to get help

Get help urgently

You should ask for an urgent GP appointment or get help from NHS 111 if you have atopic eczema and: it's blistered, crusty, leaking fluid or has spots filled with pus; it's painful, swollen or feels warm; it suddenly gets worse or gets bigger; or if they have a high temperature or feel generally unwell[3].

References

1. British Association of Dermatologists (2013) Pruritus (itching). Patient information leaflet. Available at: https://bad.org.uk/pils/pruritus-itching (Accessed: 24 July 2026) **2.** Rinaldi, G. (2019) 'The itch-scratch cycle: a review of the mechanisms', Dermatology Practical & Conceptual, 9(2), pp. 90–97. doi: 10.5826/dpc.0902a03 **3.** NHS (2024) Atopic eczema. Available at: https://www.nhs.uk/conditions/atopic-eczema/ (Accessed: 24 July 2026) **4.** National Institute for Health and Care Excellence (NICE). Atopic eczema in under 12s: diagnosis and management (CG57). Updated September 2025 (Overview | Atopic eczema in under 12s: diagnosis and management | Guidance | NICE) **5.** DermNet (no date) Emollients and moisturisers. Available at: https://dermnetnz.org/topics/emollients-and-moisturisers (Accessed: 24 July 2026)



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