LET'S LEARN ABOUT AD.

KIDS AD EXPLAINER (6-11 years old)







Sometimes my AD gets quite bad, which is called a flare.4

It makes the itchy patches on my skin worse and I start scratching even more. Flares happen when our immune systems are over-reacting to something.

The itch can be really distracting,

and it can make me lose focus when I'm trying to paint or do my homework.



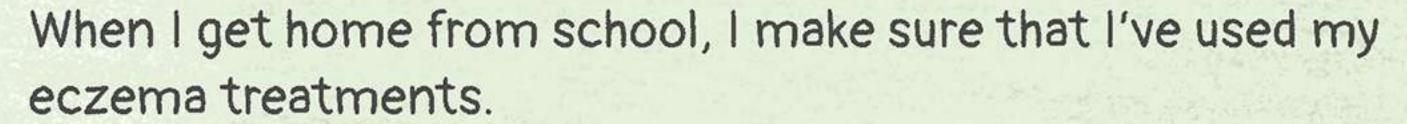


When I get home from school, I make sure that I've used my eczema treatments.

It's important to take my medicine, even if it means I have to wait to do my painting, because it can

help my eczema to get better.7





It's important to take my medicine, even if it means I have to wait to do my painting, because it can

help my eczema to get better.7





If you ever feel the same, you should talk to someone in your family, I'm sure they'll be able to help. I've enjoyed talking to you, but I have got to go and finish my painting now. I think it's going to be the best one yet.

It was nice to meet you!

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