

National Eczema Association For Science & Education Launches "Education On The Move" Campaign *Initiative To Promote Eczema Awareness In Elementary Classrooms Across The Country*

(NAPSA)—The National Eczema Association for Science and Education (NEASE) will launch "Education on the Move" a national campaign dedicated to educating and promoting the awareness of eczema among elementary students, teachers, and parents.

NEASE will initiate the campaign by providing teachers and students across the country with an informational brochure to help them understand the impact of eczema. The brochure includes tips and suggestions to educate the classroom and support the self esteem of children living with this disease.

"At a time when most young children are focused on the challenge of mastering the world around them, students with eczema face more difficult challenges," said Vicki Kalabokes, Interim Chief Executive Officer of NEASE. "NEASE would like to encourage students and educators to take the time to better understand the significant, potentially life-altering effects eczema can have."

More than a million school age children in the United States suffer from severe eczema. The symptoms of eczema can be embarrassing and difficult to hide. Children can experience uncontrollable itching, bright red rashes, and dry, brittle, scaly patches of skin that crack, bleed and interfere with daily activities like arts and crafts. There is no way to predict whether or not a person will out-grow eczema; therefore, it is important to seek treatment immediately. Some treatments for

A class of drugs called topical immunomodulators, or TIMs, are the latest advance in the treatment of eczema in more than 40 years.



eczema include: emollients, topical steroids, antihistamines, antibiotics, and bandaging.

A class of drugs called topical immunomodulators, or TIMs, are the latest advance in the treatment of eczema in more than 40 years. TIMs bring a unique, steroid-free option to doctors and patients. The first TIM, tacrolimus ointment, was approved by the Food and Drug Administration in December of 2000 for the treatment of moderate to severe eczema in children and adults. Another TIM, pimecrolimus, was approved by the FDA in February of 2002.

TIMs have helped to fill a therapeutic void, as they work differently from steroids to relieve the side effects of eczema. Many physicians use TIMs to maintain control of eczema over the long-term and use TIMS and/or steroids for acute flare ups.

The National Eczema Association for Science and Education works to improve the health and quality of life of persons living with eczema, including those who have the disease as well as their loved ones. For more information, visit www.nationaleczema.org or call 800-818-7546.