

SEE YOUR DOCTOR

The Ruddy Cheeks Of Winter May Be Rosacea

(NAPS)—Red cheeks, nose and chin are common during cold weather. But when the redness takes days or weeks to fade, it may be a sign of rosacea.

Dermatologists are seeing more patients who have symptoms of rosacea, a chronic and often emotionally distressing skin condition, which can lead to the development of tiny visible blood vessels, bumps and pimples.

There were more than half a million new rosacea patients last year, due in part to the 77 million baby boomers who are now reaching ages between 30 and 50, where rosacea symptoms commonly appear. Women may have a higher risk of developing rosacea because hormonal fluctuations can trigger the disease.

“I have seen an increase in the number of patients presenting with rosacea. Many already know they have rosacea, but others mistakenly think it is acne or a condition which will eventually resolve itself,” said Diane Berson, M.D., Clinical Professor of Dermatology at New York University.

Doctors recommend several steps patients can take to help lessen both the duration and severity of symptoms:

- See a dermatologist to be diagnosed and determine the best treatment plan.
- Use prescribed oral and topical therapies for flare-ups.
- Identify and minimize common triggers (sun, cold or hot weather, spicy foods, alcohol, and stress).
- Modify diet to avoid hot beverages, spicy foods and alcohol.
- Wash with an extremely gentle prescription cleanser and use sunscreen daily.



Using an appropriate gentle, daily cleanser can help control rosacea.

A new cleanser specially formulated for rosacea, PLEXION™ (sodium sulfacetamide 10% and sulfur 5%) Cleanser, combines a proven effective rosacea medication with extremely gentle cleansers, which are important for rosacea sufferers' sensitive skin.

“Rosacea patients have unusually sensitive skin, so having a gentle, daily, and non-irritating, therapeutic facial cleanser is really a cornerstone of rosacea management,” said Leonard Swinyer, M.D., Clinical Professor of Dermatology at the University of Utah, “Patient response to PLEXION Cleanser has been very positive.”

Although rare, local irritation has been reported with topical sodium sulfacetamide and sulfur therapy. PLEXION Cleanser is contraindicated for use by patients with hypersensitivity to sulfur or sulfonamides, and patients with kidney disease. Avoid contact with eyes.

For prescribing information and other helpful information, visit www.plexion.com.