

# Chronic/Traumatic Conditions

## Dermatitis

Dermatitis is a general term that describes diseases that result in inflammation of the skin. This relapsing condition impacts 1% - 3% of adults and 15% - 20% of children worldwide. In terms of financial costs, approximately \$40 billion in out-of-pocket costs affect families and caregivers. There are several different forms of dermatitis including atopic dermatitis, allergic contact dermatitis and irritant contact dermatitis. While the exact cause of dermatitis is often unclear, cases are believed to involve a combination of irritation, allergy and poor venous return. Regardless of the cause, this inflammation appears as redness, swelling, severe itching and in some cases, blistering.

## Diagnosis and Conventional Treatment

To diagnose dermatitis, doctors will ask for a medical history and examine each of the symptoms. Every person has their own mix of symptoms that can change over time. It is important to try and find the cause, especially with contact dermatitis so the offensive substance can be removed or avoided. During an episode of dermatitis, care of the skin becomes more important than ever. Harsh ingredients must be avoided and replaced with soothing, nutrient rich products that calm and heal the skin naturally. Steroid cream therapy is often used to calm the symptoms but can only be used for extremely short periods of time due to the side effects of thinned and more sensitive skin. Steroids only suppress the symptoms. They do not heal the skin. Antihistamines are often prescribed and can provide some relief from scratching, especially during sleep.

## NeoGenesis Products for Dermatitis

NeoGenesis skin care products contain the molecules that naturally heal the skin, delivering nutrient rich molecules to the areas of inflammation. By providing the best climate for healing, calming and hydrating the skin, areas of inflammation are reduced, allowing symptoms to subside.

### Dermatitis Protocol; twice daily

- 1) Gently cleanse the area with NeoGenesis Cleanser
- 2) Apply Recovery to the area
- 3) Finish with Intensive Moisturizer, Barrier Renewal Cream or Body Cream

Use the moisturizer throughout the day, as often as needed to soothe and hydrate the skin.

When the skin has recovered, to help prevent future outbreaks, use the following protocol once or twice daily to keep the skin functioning at an optimal level.

- 1) Gently cleanse the area with NeoGenesis Cleanser
- 2) Apply Skin Serum to the area
- 3) Finish with Intensive Moisturizer, Barrier Renewal Cream or Body Cream

The healthier and stronger the skin is, the less chance of inflammation recurring from any form of dermatitis.